

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 24, 1985

a Benn publication

New contract
Regulations
still not laid
— DHSS waits
for RDC view?

Glaxo offer
Gx generics
direct

ABPI to spend
£200,000
boosting
industry image

A plan for
Christmas buying

Staff training —
what it can mean
to a business

SKINCARE
SPECIAL FEATURE

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COMMENT

With prescription medicine sales being increasingly taken over by generics, it was only a matter of time before a marketing "genius" from one of the large branded drug manufacturers came up with the idea of promoting a range of "branded" generics to the medical profession. One wonders whether that same genius looked beyond the advantages to his own company and asked wholesalers and pharmacists what they thought of the idea.

For once, wholesalers, pharmacist contractors and the Department of Health have a common interest because, if the practice spreads, all their costs will rise — with little if nothing to show in benefits to the patient.

Before then, of course, Glaxo's first hurdle is to convince GPs that the Gx range is better than the generics currently received by their patients and that the products are therefore worth a premium and the small extra effort in writing the prescription. However, the option of prescribing generics by brand name has long existed — after all, Gx is not the only company with a trade mark! Is it likely that these potential competitors will watch passively while Gx attempt to wipe out a large chunk of their business? Perhaps it is significant that in spite of several days of persistent phone calls,

C&D has been able to get little comment from some of the major generics companies.

The national wholesalers are resisting having to stock the Gx range for the obvious reason that it duplicates existing (and quite satisfactory) generics. But if different doctors start prescribing different branded ranges, pharmacists will be faced with the same burden in order to meet scripts — in addition to the difficulty of getting product: mail order is hardly the same as wholesaler delivery!

The PSNC has said Gx products, if prescribed, are to be treated as branded drugs. A measure of contractors' concern is the number of phone calls they have received asking for confirmation of that principle in the short time since the range was announced.

However the question to which everyone would like a rapid answer is: Will the Department of Health regard the brand's British-made and quality assurance advantages worthy of adding to the drugs bill? If not, it is unlikely to make itself unpopular with the majority of those in the drugs business if it finds a means of returning to pharmacists the choice of generics suppliers.

And Glaxo...it has a lot of eggs in the pharmacy basket. It would be a shame if some went bad.

RDC view wanted before Regulations laid

The Regulations introducing control of entry to the pharmaceutical list have still not been laid. Last minute objections by the General Medical Services Committee over their application in rural areas have been successful in causing further delay, in spite of predictions they would be laid earlier this week.

The Department of Health is still aiming to bring the Regulations into force by October 1, a spokesman confirmed, although she was unable to say when they would now be laid. However, it is understood this is not likely until next week at the earliest.

"The latest I have heard is that the matter is on the agenda of the Rural Dispensing Committee for its meeting on Thursday," Mr Alan Smith, Pharmaceutical Services Negotiating Committee chief executive told *C&D*. "The DHSS has asked the RDC to communicate with them as soon as possible.

"My forecast is that the Regulations will be laid in any event because they have been accepted by ourselves, the Pharmaceutical Society and FPC bodies. Hopefully the RDC will stick to its original viewpoint that all rural applications should go to the RDC regardless of whether there has been a 'yes' or 'no' locally."

However, that PSNC is annoyed over the extension of the consultation period forced by the GMSC is clear in a statement replying to objections the latter has raised.

"The reasons GMSC is opposed to the new contract are unclear, but in a letter to the DHSS it stated that: 'The draft

Regulations would, if effected in their present form, profoundly affect the provision of pharmaceutical services by doctors under the NHS Act," says Mr Smith.

"The composition of the joint selection committee, which decides whether doctors can open surgeries, is identical to the PPSC, and both are appointed by the FPC. The situation for both professions is analogous, because if a doctor in a rural area opens a surgery he has then to apply to the RDC if he wishes to provide pharmaceutical services.

"Both professions, therefore, have to obtain the permission of their local committee to open either a surgery or a pharmacy and then, if in a rural area, both have to apply to the RDC for authority to provide pharmaceutical services.

"The major difference between the two professions is that if a pharmacist opens, then he is responsible for 100 per cent of the rent, rates, heating, lighting etc, and for 100 per cent of staff costs. The doctor, however, is guaranteed the reimbursement of the whole of the rent, rates and other property expenses and he is also reimbursed for 70 per cent of the salaries of his first two ancillary staff."

Abbott do their own tests

Abbott Laboratories are organising trials of their AIDS test kit to prove to British scientists that its performance in detecting the HTLV III antibody is highly satisfactory.

Abbott's kit was not carried forward to tests by the Blood Transfusion Service from the Public Health Laboratory examinations reported recently (*C&D* August 10, p226). Abbott say the results of the Department of Health's assessment were surprising.

"Where they are already screening — the USA, France and Germany — we hold 90 per cent of the market," Sarah Sparrow,

of Abbott Diagnostics, told *C&D*. "In the States alone we probably have had 3m donors run through our kit."

She said that one of the concerns from the evaluation was the number of false positives. "The specificity of our kit is 99.9 per cent. This means picking up one false positive in every 1,000 tests."

Ms Sparrow says the Public Health Laboratory results support Abbott's claim to have the most sensitive kit. "If you are using a screening kit for a normal population, the priority must be sensitivity. And the kit that has proved to be the most sensitive has not gone through to the Blood Transfusion Service tests. What's more, our kit has been designed for a blood transfusion setting."

The DHSS plans to test all blood donations from October.

Rural worries for doctors

The General Medical Services Committee is seeking a meeting with Ministers if the Department of Health cannot agree to changes in proposed Regulations controlling entry to the pharmacists' contract.

The GMSC has written to the Department asking for regulations controlling pharmaceutical services in rural areas to remain undisturbed. The GMSC complained it had not been given enough consultation time.

Chairman Dr Michael Wilson explained at a Press conference last week that his committee did not want to hold up the pharmacists' new contract but felt that the proposed Regulations would lead to confusion in rural areas and would prejudice the fair and impartial way in which the existing arrangements were working.

He felt that decisions in these areas should be left to the Rural Dispensing Committee and dispensing subcommittees rather than complicated by pharmacy practices subcommittees which were unlikely to take account of the services provided by dispensing doctors.

The GMSC would not object if the pharmaceutical profession and Department wanted a further examination of a pharmacist's contract application after the RDC's considerations, although Dr Wilson could not see what this would achieve.

A simple solution would be for the proposed regulations to apply to urban areas; he saw no benefit in introducing additional procedures to rural areas. Another proposal unacceptable to the GMSC was that an FPC should delegate its functions unconditionally to the PPSC.

When asked if the GMSC was worried that the Essential Small Pharmacies Scheme might lead to more pharmacies in rural areas, Dr Wilson said: "Yes, it would concern us if another service was introduced, particularly without consideration of where the services are coming from at the present time."

The consultation period on the Regulations and guidelines has been extended further to allow the RDC to consider the doctors' views at its meeting on August 22.

Sauter Laboratories' product range — Bactrim, Libraxin, Librium, Limbitrol, Rivotril, Rohypnol and Roscorbic — are now marketed by parent company Roche Products.

Gx go for direct delivery

Gx Ltd are offering pharmacists a direct delivery service for their new range of generic drugs.

The company, a Glaxo subsidiary, has met with opposition from some major wholesalers who are refusing to stock the range as they believe it will lead to a plethora of branded generics (last week p292). Marketing and sales director Marc Wheeler told *C&D* that most regional independent wholesalers are stocking the products but if pharmacists have supply difficulties they can dial 100, ask for Freephone Gx Ltd and their orders will be despatched within 24 hours. Prices will be the same as from wholesalers.

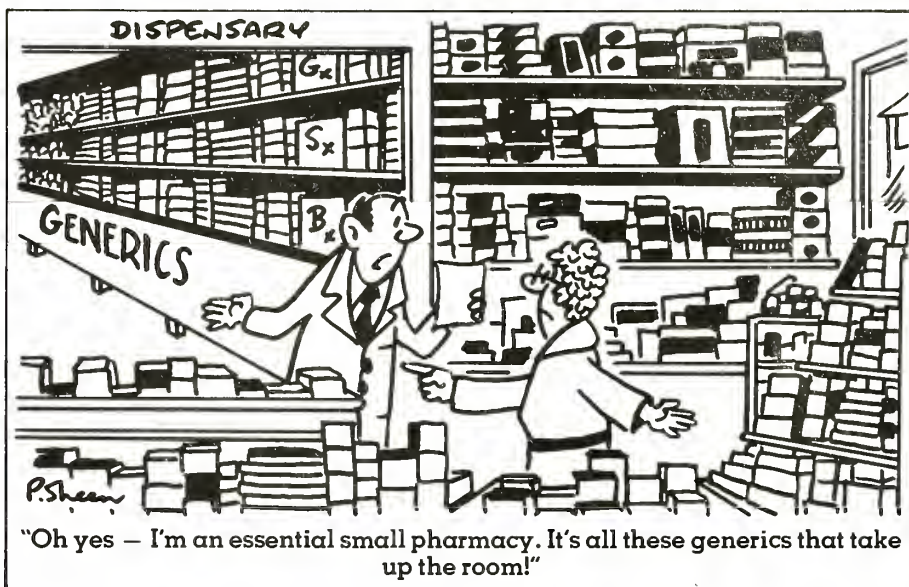
The range consists of 19 generic drugs prefixed by the letters Gx. Mr Wheeler said the concept was proving difficult to get over to some wholesalers who believed it was a ruse to increase prices and were worried about their profit margins.

Prices of Gx products were higher than those of "commodity generics" to cover the costs of promoting to doctors, he explained. The company had identified a gap in the market; some doctors would always prescribe branded drugs and some would always prescribe generically, but there was another group, for whom the Gx range was intended, who would choose generics if they could be assured of consistent quality and appearance. He saw the range as competing with branded drugs rather than generics so the net result would be a reduction, not an increase, in NHS costs and the growth in generics would continue.

Pharmacists and wholesalers have expressed fears that several other manufacturers will copy the Gx idea, leading to stockholding problems. But Mr Wheeler claimed that, at most, only a couple of companies would be likely to follow suit. He felt that Gx Ltd would have the edge by being first in the market.

When other generics suppliers were asked about their plans, Berk Pharmaceuticals said they would consider asking doctors to prescribe their generics by specifying the manufacturer's name in brackets after the drug name. Doncaster Pharmaceuticals said the Gx idea was a "non-starter" as far as they were concerned. Kerfoot and APS were not prepared to comment.

Rumours are circulating that one company is considering taking the matter to EEC law, on the grounds that the new brand discriminates against other



generics."

The PSNC has confirmed that pharmacists will be reimbursed the full cost, providing the doctor specified that brand and the pharmacist made it clear that Gx was supplied. Pharmacists would not be paid the Gx prices if the brand was supplied against an open generic prescription. Broken bulk can be claimed.

A PSNC spokesman said 30-40 telephone calls had been received from pharmacists concerned about duplication of stocks and payment for the range.

An NPA spokesman commented that he would be surprised if the average NPA member welcomed having to stock another range of products that were the same as others already available, but there was little the NPA could do about it.

The success of the range may depend on the reception it gets from wholesalers and pharmacists, comments this week's *General Practitioner*.

ABPI campaign to boost image

The Association of the British Pharmaceutical Industry is spending £200,000 this Autumn on a national newspaper campaign promoting the industry's research record.

The campaign is likely to begin early next month and will run probably until the end of the year. There is a possibility that it may continue into 1986.

The ABPI's public affairs spokesman Peter Lumley says the campaign will be "non-adversarial". "It will point out the tremendous amount of benefit that has accrued from pharmaceutical research, much of which has been done in this country."

The campaign marks the first advertising by the ABPI since its controversial campaign on the limited list.

HEC seeks ban on tobacco ads

The Health Education Council and other organisations are appealing to Ministers for an end to all tobacco advertising and promotion, including sports sponsorship.

The Health Education Council has told Mr Norman Fowler, Secretary for Social Services, and Mr Patrick Jenkin, Secretary for the Environment who is responsible for sports promotion, that sponsorship of televised sport is making a mockery of the ban on television cigarette advertising.

The current agreements on sports sponsorship and tobacco advertising end next December and March respectively. The HEC wants all tobacco promotion and sports sponsorship to be cut by a third when the new agreements start and by another third in 1987, with a complete ban by 1988.

Other organisations making a similar appeal to Ministers include the British Medical Association, the Royal College of Physicians and Action on Smoking and Health.

'RGW' Amoxil

Bencard are collecting information "by the day" over the UK distribution of "RGW" overprinted Amoxil packs exported for consumption in non-EEC countries.

Bencard say that following their August 10 notice many chemists that had received "RGW" Amoxil had written to the company with information. Cases detailed in their notice of August 10 are continuing.

The company adds that the action against the importation of unlicensed products is to protect Beecham's industrial property rights.



Fenjal smooths away dry skin.

Fenjal is softening up your customers for Christmas.

Fenjal is by far the best selling luxury bath additive. And this Christmas we're giving it the most extensive support ever, with stylish new Christmas packs and a four month concentrated burst of advertising.

A colourful nationwide campaign in women's weeklies and glossy monthly magazines – right through from September to December.

This will really soften up your customers. (So you could get some hard looks if Fenjal isn't on sale.)



THE DOUBLE TEST THAT SELLS TWICE AS FAST.

According to independent surveys, the Discover 2 Home Pregnancy Test consistently sells at twice the rate of its competitors.

The reason that so many women prefer it is easy to understand.

They know they can depend on it. It's tried and

tested. It's a double test. It's easy to use. And it gives a clear and accurate result in under one hour.

So when your customers want a pregnancy test, make sure you recommend Discover 2.

Otherwise you could be cutting your sales in half.



For earlier testing
with greater accuracy

Results in 1 hour

Discover 2

Carter-Wallace, Wear Bay Road, Folkestone, Kent. Tel: (0303) 57661.

NPA to extend PR activities and MP contact

Further action is to be taken to extend public relations activity and to increase the frequency of contact with MPs, the National Pharmaceutical Association's board decided at its July meeting. This recommendation was made by the parliamentary and new legislation subcommittee which had considered a paper prepared by Dengar Evans, Cardiff, advocating greater NPA political activity.

"I have always believed that the NPA has enormous innovatory potential and is the only organised institution in pharmacy today free and flexible enough to use the party political system to protect and advance our professional interests. It represents the largest area of pharmaceutical activity in this country — general practice pharmacy," he said.

Sympathy was expressed for pharmacists who will be unable to retain or acquire an NHS contract under the proposed new Regulations.

Many other matters discussed were confidential. Among items considered, in addition to the new contract, were oxygen concentrators, HD endorsement and the Essential Small Pharmacies Scheme.

Misuse of Drugs Legislation: The new legislation subcommittee felt that the proposed amendments to the Misuse of Drugs Act were a useful tidying up of current legislation. However, the singling out of pentazocine in Schedule 3 was questioned. It was felt that other listed products were more appropriate for exemption from handwriting requirements. The Office would look into the matter.

Accounting and audit requirements for small firms: The Department of Trade & Industry is considering a proposal that the Government should eliminate the present statutory audit of accounts for "shareholder-managed" small companies, and reduce and simplify the content of accounts and balance sheets required from small companies generally. The Board, in welcoming the proposals, concurred with the view of the NPA's assistant finance officer George Raven, that statutory audits on small shareholder companies were often carried out long after the year ended and would do little to prevent or detect fraud.

The accounts filed at Companies



Lord Porritt (right), chairman of the trustees of the Winthrop Foundation, presents a cheque for £40,000 to Dr John Burnett, principal of Edinburgh University, to endow a visiting professorship in clinical pharmacology. Investment income from the award — the first of its kind in Britain — will fund a visit each year from a distinguished figure in the field, who will spend about a week in discussion and seminars at the university

House could be up to 22 months out of date — too late for creditors to take any action. In America and many European countries compulsory audits were not required. If statutory obligations for an audit were abolished directors would still be obliged to prepare true and fair accounts. The tax man would insist on this.

Membership numbers: The recent computerisation of membership records has made it possible to provide each member pharmacy with an individual number. In mid-August every NPA pharmacy will receive a telephone sticker and a "convenient telephone numbers" card on which the number will appear. By quoting their numbers instead of names and addresses members will save time with their telephone queries, and the office can more easily ensure that the NPA provides services only to those pharmacies whose subscriptions had been paid.

Members' complaints: The Board approved action taken by the Office in dealing with various matters brought to its attention by members, of which the following examples were noteworthy:

A member noted that an Inco Care advertisement was ambiguous. Contrary to what was implied in the advertisement, the range of products was not available on NHS prescription. The company had since assured the NPA that it would be rewording the advertisement.

The office is to take up a complaint from a member from Lancashire who pointed out that a label on a well-known brand of pholcodine linctus was extremely small and almost illegible.

Business services: Water authority charges — the Business Services Committee considered an approach from a firm of "consultants" offering to negotiate lower water rates on the basis of figures for "assessed consumption", thus avoiding the

need to fit a water meter. Eric Fortune, NPA pharmacy planning consultant reported that Colne Valley Water Authority had confirmed that assessment on "assessed consumption" could be initiated by approaching the Water Authority directly. A third party was unnecessary and members should be warned.

Information received in the Office indicated that most members who had water meters installed were pleased with the financial result, although in a few isolated cases a water authority had sent an additional bill for the disposal of rain water or treatment of sewage.

VAT exemption forms: Becton Dickinson, who supplied 150,000 specially printed VAT exemption forms 18 months ago for distribution to NPA members, have agreed to provide more as and when required.

Banned mercury soaps on sale

The Observer this week drew attention to mercury-containing soaps that have been imported illegally into the UK.

London Borough of Lambeth is prosecuting a West African importer alleged to have brought in 15,000 bars of the soap, which is used as a skin lightener but can cause severe irritation. Prolonged use may lead to symptoms of mercury poisoning. Brands illustrated by *The Observer* were Mililo, HgI₂ clinical soap, Roberts medicated soap and Crusader. Other "dangerous cosmetics" on sale, mainly to ethnic communities, were creams containing hydroquinone and eye make-up based on lead, the report added.

Cosmetic Regulations ban mercury compounds except for low levels used as preservatives in certain products. A spokeswoman for the Cosmetic, Toiletry and Perfumery Association told *C&D* that the association's members were aware of the UK Regulations so the items would not be manufactured here. Mercury-containing products came mostly from Africa; lead-containing from India.

A spokesman for Lambeth Borough told *C&D* that, hopefully, the soaps should no longer be on sale. They had been found in supermarkets and Afro-Caribbean cosmetics shops.

■ The British Standards Institution has revised five standards for soap. BS1545 for liquid toilet soap specifies requirements relating to active ingredients and limits the components that could cause irritation. Others are specified in BS1911 for hard soap, BS1912 for soap flakes, BS1913 for soft soap and BS4405 for liquid soap.

Premises up by 29 in July

The number of premises on the Pharmaceutical Society's Register increased by 29 in July to 11,225.

Net openings in England (excluding London) totalled 28, with 37 openings, two restorations and 11 closures. Scotland had a net loss of two pharmacies, with one opening up and three closures; Wales was the exact reverse, with three new premises. London saw two additions and one deletion to the Register.

List advisers should own up

Three members of the Advisory Committee on NHS Drugs, formed after the introduction of the limited list, have paid consultancies with pharmaceutical companies. Another four members have shares in the industry.

Dr Joe Collier, consultant clinical pharmacologist at St George's Medical School, who reveals this information in *The Lancet*, argues that for justice to be seen to be done, all members of the Committees on Safety and Review of Medicines and the ACD, should publicly declare all links with drug companies.

If any link is deemed to be such as to be likely to influence judgment unduly, he says, the relationship should be severed for the duration of membership. Dr Collier suggests this applies to most of the consultancies.

☐ Dr Collier also suggests that in many instances, the recommendations of the CSM are made on informed guesswork. He says that most clinical data does not provide a truly objective assessment of the balance between efficacy and safety. Dr Collier argues that more should be made of the opportunity for scrutiny when licences come up for renewal.

Licence query

Warner-Lambert are awaiting a Department of Health ruling on whether their Early Detector colo-rectal cancer diagnosis kit needs a Product Licence before introducing it in the UK. Apparently there is no definitive ruling for diagnostics. The kit is available OTC in the United States.

Generics...

I must admit to a surprise when opening the mail to find Glaxo are to introduce a whole new range of generics, to be identified by the prescriber with the letters Gx. When you consider the Glaxo group already has a first class manufacturing range under the Evans label you have to do double take to understand the situation. Obviously they believe there is room for yet another branded variety of generics, presumably meant to ride on the back of the established good name of Glaxo.

Unfortunately for them I happen to believe the names of Evans, APS, Cox etc are already guarantees of sound quality and need a duplicate, but more expensive, Glaxo product like a hole in the head. And as for "encouraging" GPs to prescribe, with the magic letters "Gx"? From my point of view it would be pure pain, considering the hoped-for simplification of stockholding already achieved under plain generic prescribing to date. I imagine the normally supine Department of Health will naturally fall over backwards in welcoming this new branded range.

New Regulations

The final draft on the contract limitation is to be laid before Parliament and is expected to become effective on October 1. A lot of criticism is being levelled at the PSNC, on the grounds that it has accepted conditions which do less than justice to our fullest expectations. On the whole I think the criticisms are reasonable. Plainly we haven't got what we all wanted. The most surprising shortfall appears in the apparent disappearance of the prevention of leapfrogging, which from my reading of the conference reports was the main reason for the wide acceptance by LPC representatives of the package offered.

I reckon PSNC did a crafty bit of politicking there in allowing those reps to kid themselves they were debating on this basis. Closer reading leads me to think the top table never actually said this, but needed wide assent to give them the right to go ahead to make the best deal they possibly could. On sober reflection this may not be a bad thing. My reservations grew when I began to think about what gold brick security from any new competition might mean to those already established. I hate to say so, but the fear of competition is a marvellous goad to efficiency, while a degree of uncertainty about one's security does no harm either.

Retail pharmacists as a totally protected species could easily become a

fat complacent clique beginning to believe, once more, that the world owed them a good living as a divine right.

OTC steroids

Manufacturers are trying to tell the DHSS that the smallest practical size for topical hydrocortisone products has to be 10g instead of five. The products are relatively cheap, and to achieve reasonable therapeutic success I would have thought the standard 15g tube would be needed, otherwise, why does the DHSS cheerfully accept that pack size for dispensing?

For myself I'm none too happy about the suggestion of allowing hydrocortisone skin applications OTC, since I already see problems from over use in certain patients. However, the one I hope to get for counterprescribing is Adcortyl-in-Orabase, surely the most effective treatment for mouth ulcers of all time. Many suffer from them, as does my eldest child. We reckon they are caused by stress as the underlying predetermining factor, and are then triggered by a sensitivity to something else. With some it is chocolate, or toothpaste containing peroxides. With my child it is certain boiled sweets and a tooth slightly out of line which occasionally nips the cheek when eating. Adcortyl-in-Orabase overnight removes pain and almost heals them.

Comeback

I have always felt at something of a loss when a customer returns with a faulty electrical product, since my understanding of the Shops Act suggests we retailers are primarily responsible for the fitness or otherwise of goods we sell.

I'm pleased to see the UK's major electrical manufacturers are teaming up to offer retailers a common policy for electrical returns. Goods returned within 28 days of purchase may either be replaced, ex-stock, and returned to the maker for credit, or be sent off (by the retailer) to a recommended service agent for repair free of charge. Products bought between 28 days and a year should be sent, by the purchaser to the makers.

Customers must retain the original packaging material and accessories for that first month, and when returning it for credit must specifically have all the bits and bobs originally bought, as well as filling in a docket saying what is wrong with the item. I think this is a great idea, since it will automatically mean we retailers will have to take pains over filling in the guarantee details and making sure the customer really understands it.

£400,000 plus for Stowaways

Following the launch of Kotex Freedom Stowaways folded, wrapped towels, Kimberly-Clark are mounting a £400,000-plus advertising campaign to support the brand this Autumn.

Until the end of the year, colour advertisements will appear in *Radio Times*, *TV Times*, *Woman's Own*, *Options*, *She*, *Living*, *Woman's Journal*, *Vogue*, *Harpers & Queen*, *Fitness* and *Slimming*.

The campaign uses three themes to emphasise the discretion that Freedom Stowaways provide, says the company.

The first features a handbag, the contents of which have been spilled and incorporates a 20p-off coupon with the offer "20p for anyone who can spot the sanitary towel".

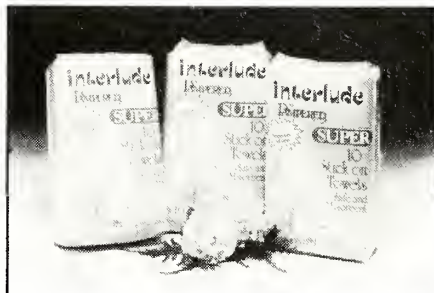
The second shows a see-through handbag with the message "Between us we've made the slim towel invisible"; while the third shows children rummaging through their mother's dressing table but not noticing the pack of Freedom Stowaways and carries the words, "Between us we've outwitted the nosy parkers." *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

For damp hair...

Pifco are launching a new airbrush (around £13) which can be used on damp or dry hair.

The company claims that, compared to an ordinary hot brush, the airbrush gives a softer style and one that will last longer. The brush blows heated air through the outlets in its barrel. The product features in the company's new catalogue.

Styles in grey and French blue, the airbrush is amongst the first to sport Pifco's new packaging for its range of hairstyling appliances. Features include a no-tangle swivel cord, cool tip and a self-resetting safety cut-out to protect against overheating. Airflow and heating are controlled by an "on-off" switch on the handle. *Pifco Ltd, Princes Street, Failsworth, Manchester M35 0HS.*



Edgar extend Interlude range

Stuart Edgar have extended their Interlude by Pampered sanpro range with super stick-on towels.

The towels, rounded on the pulp and pad, have two layers of fibres for higher absorbency, says the company, and a moistureproof shield. They come in packs of 10 (£0.47) with 24 packs per outer.

Stuart Edgar Ltd, Etherstone Mill, Warrington Road, Blazebury, Warrington.

Natrena record price deal

Bayer UK have launched a money-off consumer promotion on Natrena, to begin in September and continue while stocks last.

A coupon inside the 600-tablet dispenser blister pack offers 35p off the next purchase of this size — the biggest ever price reduction on the product, say Bayer.

The coupon appears as a flash on-shelf, and the orange, white and blue pack is designed to hang or free-stand.

Natrena is currently backed by a £1m advertising campaign, running for the next two months, in women's and slimming magazines. *Bayer UK Ltd, consumer products division, Bayer House, Newbury, Berks.*

Eylure offer

Eylure are running two special offers for eight weeks from the end of this month.

The 75ml elgydium toothpaste will sell at £0.99 (a 26p saving) and the four Klorane 125ml conditioners at £1.25 (saving 30p). The latter offer features on flag cards inserted into the cartons. *Eylure Ltd, Grange Industrial Estate, Llantrechfa Way, Cwmbran, Gwent.*

Relax with Booker Health

Booker Health Products are promoting the Ladycare range with an on-pack relaxation programme offer.

An enclosed pack leaflet describes how to obtain the programme which includes a stress indicator card. "This demonstrates stress levels by changing colour when it is pressed between finger and thumb," says the company.

Supporting POS material is available including a shelf strip with a sample of the stress card. The promotion which begins in September will run until the end of March 1986. *Booker Health Foods Ltd, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Free suds

A consumer offer is to run on Chesebrough Pond's Vaseline Gentle Care shampoos for two months from September.

Bottles of 334ml will carry the price of the 250ml size, and on-pack labels feature a "33 per cent extra free" flash. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Complete Care with fashion

Crookes are promoting Complete Care hand and nail cream by offering free Miss Selfridge vouchers. The nationwide competition is open to retailers and consumers and will run until April 1986.

Split into three categories, the competition offers 12 £100 vouchers for the customer to win, 12 for the sales assistant and 12 for the pharmacist who supplied winning customers with their entry forms.

The forms are designed to be attached to the front of the Complete Care display unit and are available from Crookes representatives.

In addition retailers can obtain a £5 Miss Selfridge fashion voucher by sending in five cut-outs from Complete Care trade outers. The company is also offering a pink and burgundy cosmetic bag worth £2 for displaying the Complete Care display unit. Full details of the promotion are available from Crookes representatives. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Sanatogen show new look

The Sanatogen range of vitamins is being repackaged for the Autumn. New packs will be available from this week.

The six products in the range appear in colour coded cartons with stylised colour graphics depicting people in activity and leisure pursuits. Prices remain unchanged.

The new style will be heavily supported through a national advertising campaign from mid-October through the Winter season, say *Fisons plc, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB*.

Guerlain's new lines and shades

New cosmetic colours and two new products lead the Guerlain line-up for Autumn.

Opalissime is a "complexion base" which can be used under or without foundation, to give a "matt satiny radiance to the skin", says the company.

The company is also introducing a make-up sponge (£4) in a grey suede pochette with a protective plastic inner wallet. New shades are available for eyes, lips and nails for day and night time wear say *Guerlain Ltd, 22 Aintree Road, Perivale, Greenford, Middlesex*.

Fit of Peak

Davina Sport and Fitness have introduced a range of natural dietary sports supplements called Peak Performance.

The range consists of five packs: muscle development and strength; speed endurance, energy and stamina; leisure sports; active family, and active women. Thirty days supply retails at £9.75. *Davina Health Products, 1 Cambridge Court, Cambridge Street, Sheffield S1 4HN*.

Extra style

Jo-ba are offering 20 per cent extra free with their styling mousse. The offer runs from now until the end of October.

Jo-ba haircare products, Comare combs and brushes and Schumi Sophisticks are from this month being distributed by *De Witt International Ltd, Seymour Road, London E10 7LX*.



More Renoma from Pond's

Chesebrough-Pond's are extending their Renoma Pour Homme range, adding four grooming aids to the original fragrance.

From September the range will include a 100g soap (£3.85), a 100g talc (£4.50), a 150ml shaving foam (£5.50) and a 50ml after shave balm (£6.50).

Three Christmas coffrets in dark blue and silver will also be available combining after shave with shaving foam (£13.50) or eau de toilette (£16) or talc (£12.50).

A £750,000 advertising spend is backing the whole range in a pre-Christmas television and Press campaign. A selection of POS material including testers, is available. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX*.

Foxlea four

Foxlea Manor Perfumery Co have introduced four new products to their children and men's ranges.

For children there is Lord of the Rings foaming bath oil (200ml, £1.99) and Hobbitt foaming bath oil (200ml, £1.99) and for men — Templars of York aftershave (125ml, £12.50) and soap (100g, £3.50). *Foxlea Manor Perfumery Co, Buckingham House, 4 Boundary Road, Brackley, Northamptonshire NN13*.

Vantage points for September

Vestric are launching seven new Vantage products in September.

Four toiletries will join the line-up manufactured for Vantage by Richard & Appleby. Hand & body lotion, apricot blossom and skin freshener rose essence will retail at £0.86, while cleansing lotion pure and moisturising lotion pure will retail £1.15 — all 200ml each. They come in colour co-ordinated bottles packed in one dozen outers and give a very profitable margin", say Vestric.

Other additions are cotton wool squares 50s (£0.64) and economy pleats 200grms (£0.79) produced for Vantage by Smith & Newpew.

Vantage are adding a super slim press-on towel (10s, £0.49) to their feminine hygiene range. Paul Aspinell, Vantage product manager says "Super Slims are a natural development for Vantage. Our own-brand feminine hygiene range is now the brand leader with our members".

September Vestric/Vantage offers are: Care Free pants shields; Dr White Contour; Elastoplast; Revlon Flex styling mousse; Gentle Touch; Harmony colorant; Kleenex for Men and Super 3; Libra; Mum Quick Dry; Nice & Easy colorant; Palmolive soap; Poly Papilloten hair styling kit; Revlon Flex shampoo; Super Snugglers; Ultra for Men; Wella Ideas In Colour. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE*.

TSL to Christy

Thomas Christy have taken over the distribution of TSL plasters from Toiletry Sales. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP*.

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Anadin:	GTV, STV, A
Askit powders:	STV
Baby Wet Ones:	All areas except C4
Biactol:	All areas
Calgon:	A, TVS, TTV
Canderel:	U, STV, B, HTV, TSW, TVS, TTV, TT, Bt
Corimist:	All areas
Cream Silk:	All areas
Cymalon:	All areas

Empathy shampoo:	All areas
Gillette Right Guard:	All areas
Jaap's health salts:	GTV, STV, C4, (GTV, STV)
Kodak films:	All areas
Linco Beer shampoo:	All areas
Listerine:	LWT, TT, C4 (LWT, TTV)
Mennen Speedstick:	All areas
Odor Eaters:	STV, HTV, LWT, TT
Optrex:	All areas
Pearl Drops tooth polish:	Y, C4, Bt (Y, TTV, C4)
Poly Foam:	All areas
Pond's dry skincare range:	STV, G, C, A, TTV, TVS
Signal toothpaste:	C, TTV
Simple skin care:	C, A, TVS, TTV, C4
Sweetex:	Y
Tramil 500:	All areas
Veganin:	All areas, C4 (Y only)
Vaseline petroleum jelly:	Bt

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Now Only

50p* for 10 tablets
98p* for 20 tablets

The Best Possible Value of All Branded Ibuprofens
— that's the message for your customers!

*Recommended selling price

Hair Decorations and Hair Care Products

Celeste and Little Miss Muffet



**Take a firm STAND!
Insist on the best...**



Contact your Sundries
Wholesaler for full details
of the Ravina Collection
Ravina Ltd, Rooksley, Milton Keynes
MK13 8PB
Telephone (0908) 665577

COUNTERPOINTS

Insette colours that go to your head

Color Quick by Insette is described by LEC as "a completely new concept in hair tinting".

Synthetic curls are attached to an elastic head band to make a "fun fashion" accessory (£2.95). The product comes in 18 shades — seven single and 11 combining two colours — which include hot pink, turquoise, gold, green, red and yellow.

Colour Quick is used by positioning the curls over the head and covering the elastic band with natural hair. The false hair is then finger combed in.

POS material (above), says "Color Quick offers a fast and practical solution to hair tinting and colouring, and takes out the mess and expense". LEC (Liverpool) Ltd, LEC House, 4 Picton Road, Liverpool L15 4LH.



Hair-raising stuff!

The hair care market has become highly competitive and fast-moving with recent innovation in mousses and gels totally revitalising the setting agents sector of the market, says a Market Assessment report.

It warns however, that success of product types relies heavily on fashion and this can often be a fickle friend, leaving the product in the long term reliant on the older woman or those with especially unmanageable hair.

Shampoos continue to dominate the market with a value of £106m at rrp in 1984 compared with a total market value of £327m. Conditioners, while gaining significant share, still have low penetration and their future is uncertain given the number of new products with built-in conditioner.

The most dynamic sector in 1984 was hair mousse which grew by 240 per cent in value; gels grew by 48 per cent. The market is becoming increasingly fragmented with colorants and conditioners and in future could also include rinse out cleaners.

The hair colorant sector is also highly fashion-conscious says the report. However, there is a core of older women who use the products and this is likely to increase not only as more women live longer but as more become professional women with disposable incomes and the desire to maintain their appearance.

Hair sprays, once a declining market, have profited from the current vogue for dramatic styles but, in the long term, their users are predominantly older women or those with less manageable hair. After 1986, volume sales will plateau and then decline gently, say Market Assessment.

The popularity of mousses and gels has hit the home perm sector at a time when economic recovery is resulting in women returning to salons for perms. The success of the soft perm has peaked and may even be in decline with the future consumer being predominantly late-middle-aged.

Shampoos however, look set to maintain their gradual increase in value and volume, supported by new mild shampoos for regular washing and larger size containers. "Product Group No 812 Hair Care, price £165". Market Assessment Publications, 2 Duncan Terrace, London N1 8BZ.

AND A MUCH BIGGER PROFIT FOR YOU!



45% P.O.R.

For further details, contact the SOLE DISTRIBUTORS:
PHARMAGEN LTD.

Church Road, Perry Barr, Birmingham B42 2LD
Telephone: 021-356-0478

*A New Deal From
Pharmagen*

This man has more success with the ladies than James Bond.

Meet the service engineer from the amazingly successful Calgon commercial.

It's made 78% of the housewives in televised areas aware of Calgon's unique proposition — that's one of the best five scores ever achieved.

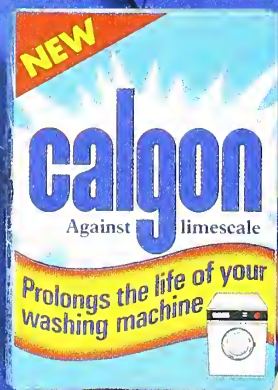
In fact, it's made Calgon such a success we're increasing the year's TV and radio spend to a stunning £3 million in hard-water areas.

Massive sales are already proving the campaign's effectiveness. Independent sales audits show Calgon to be one of the most successful product launches of recent years.

With its fast rate of sale, you're making the profits while we keep the pressure on.

Profit from the pressure. Stock Calgon and cash in on the money-spinner of the year!

Sole UK distributors:
Food Brokers Ltd., Milburn,
Copsem Lane, Esher, Surrey
Tel: Esher 66891.





£1m backing from Philips

Philips are spending £1m on promoting Ladyshave and their new Tracer range.

A £500,000 television and poster advertising campaign and a series of promotions will be backing the new Tracer shaver range from September. And a new commercial for the Ladyshave 26 series will be screened in the four week lead up to Christmas, with a £½m spend. It will appear nationally on Channel 4 and ITV.

The Tracer range, aimed at 16 to 25 year olds, black matt HP1622/A and a red HP1622/B model with black trim (£15.95), as well as two rechargeable models (£25.95), and will feature in a new

commercial to be shown on television nationwide. The advertisements emphasise a "young image", using a motorcycle rider to underline the "close shave" theme and will run intermittently under Christmas.

Features include a flick-up side-burn trimmer, self-sharpening blades with the Philishave twin floating rotary system.

A poster campaign with sporting themes and red as the main colour will start in September, as will competitions in regional newspapers offering Tracers as prizes.

During the launch period free "Tracer tracks" cassettes featuring chart hits will be free with every purchase, and a holiday discount voucher — used on other Philips products — offers £50 off a holiday for two.

"Tracer will appeal to the younger end of the market because of the design, colour and price tag" says Adrian Fleetwood, personal care marketing manager at *Philips Small Appliances*, Drury Lane, Hastings, Sussex TN34 1XN.

Press push for Fenjal

Beecham Proprietaries Toiletries are supporting Fenjal creme bath with a woman's Press advertising campaign from October to December.

Single page colour advertisements will appear in magazines such as *Cosmopolitan*, *Vogue* and *Woman's Journal*. Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Merry Maxmas!

Max Factor are combining their Le Jardin fragrance with items including soaps, talc and a pot pourri for Christmas this year.

Packaged in silver boxes with floral motif, the gift sets range from £2.95 (10ml EDT) to £7.95. Blasé, Epris and Geminisse are also available in Christmas presentations. Cosmetic lines include Colorfast lip and nail sets in gold wrap and Outdoor Girl's "precious jewels". Max Factor Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth BH11.

More from Olive

Olive have made additions to their hair ornaments range with new ponytail bobbles, hairslides, curl slides, side combs and curl clips. Marcus Olive Ltd, 70 Orpington Road, London N21 3PN.

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Eskimo bottles

Rand Rocket are launching new designs in covered hot water bottles for children as part of its Eskimo thermo-plastic range, which has a five year guarantee and a British Standard.

All Eskimo hot water bottles come in bright hanging carrier bags, and retail between £4.28 and £7.36. Rand Rocket Ltd, ABCare House, Walsworth Road, Hitchin, Herts SG4 9SX.

A Soft Finish

Soft Finish eyeshadow is a new formula from Estée Lauder which the company calls "a dry powder, soft and creamy to the touch and giving outstanding skin adhesion".

Retailing at £6.75 for single (eight shades) and £7.75 for duo sets (ten combinations), shades include anthracite, jade and sapphire.

Advertising will run in the women's Press in October and November. Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.

David Anthony for Windsor

David Anthony Pharmaceuticals, the Liverpool based pharmaceutical marketing and distribution company, have been appointed sole UK distributors for Dulcolax, Enterosan and Uvistat by Windsor Pharmaceuticals, the OTC division of Boehringer Ingelheim.

A spokesman for David Anthony said, "We are delighted to be selling these major brands alongside Sudocrem, Nuk and our other established lines. The products will be supported by advertising campaigns with budgets totalling over £1m.

The new arrangements will start from September 2 for Dulcolax and Enterosan, and from January 1, 1986 for Uvistat. David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.

No delay...

Beecham say that the launch of a new product positioned for the relief of occasional hangover, called Resolve, has not been delayed as alleged in a recent article in *Marketing Week*.

Full details will be published in *C&D* shortly. Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Au Naturelle!

Naturelle have taken over the distribution of the Hardy Amies range from Original Additions. Naturelle Ltd, Thornford Road, Headley, Newbury, Berkshire RG15 8AG.



Tickets for a romantic weekend for two in Paris were presented to pharmacist Malcolm Ancott of Nu-Pharm Ltd, Hyde, Cheshire by Tommy Johnston of Gillette. Mr Ancott won a national competition organised by Gillette and Numark chemists

Lagap branded generics

Lagap have introduced two more branded generics — Laraflex and Labrocol.

Laraflex tablets are white containing naproxen. They are available in two strengths — 250mg (250 £24.68 trade) and 500mg (100 £19.74).

Labrocol tablets are orange, film coated containing labetalol. They are available in three strengths — 100mg (50 £3.45, 250 £16.47), 200mg (50 £5.57, 250 £26.11) and 400mg (50 £8.86). *Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Guildford GU3 1LZ.*

N-W run out of 40/80 insulins

Wellcome say that stocks of Nordisk Wellcome 40 and 80 unit insulins are virtually exhausted and both strengths will be discontinued from August 31. Small

stocks may be available after this date for emergency purposes from Crewe.

Wellcome beef insulins are not affected and most will still be available in 40, 80 and 100 unit strengths.

Wellcome say any patients still on the 40 and 80 unit strengths should be referred for transfer to a suitable 100 unit insulin as soon as possible. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

P&B non-renewals

Paines & Byrne will not be renewing product licences for a number of their products, which will therefore cease to be available for sale after August 31.

Gestone oral tablets 5mg, 10mg and 25mg, Viormone oral 50mg, proteolysed liver powder, and Parenamps (liquid for intra-muscular injection) are among those products not being relicensed. Most of the products affected have not been listed or sold for some years. The company say their usual credit terms apply. *Paines & Byrne Ltd, Bilton Road, Greenford, Middx UB6 7HG.*

Generics first

Generics (UK) have introduced a new first time generic — meferamic acid capsules 250mg. The capsules are yellow and blue, coded MA250 and carry the "G" company logo. They are available in packs of 100 (£5 trade) and 500 (£23.50). Introductory offers are available through CP Pharmaceuticals and Macarthys. *Generics (UK) Ltd, Station Close, Potters Bar, Herts EN6 1TL.*

Berkatens 160mg: Berk have added a 160mg tablet (100 £16.35 trade) to their Berkatens brand of verapamil. *Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

APS additions: APS have added lorazepam tablets 1mg (100 £1.90 trade) and 2.5mg (100 £2.95); naproxen tablets 250mg (250 £24.72) and 500mg (100 £19.76); and sulphasalazine tablets 500mg (100 £5.91, 500 £27.27) to their range. *Approved Prescription Services Ltd, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ.*

BENCARD STATEMENT AMOXIL 250mg CAPSULES

Further to our previous statement published on 10 August 1985, we wish to put on record the following further action taken to protect Beecham's industrial property rights.

A Writ has been issued against DUDLEY TAYLOR LTD, of Coventry, Warwickshire, claiming:—

- an injunction to prevent further dealings with "RGW" overprinted Amoxil canisters —
- delivery up of all supplies of such canisters —
- disclosure of the names and addresses of their suppliers —
- disclosure of the names and addresses of their customers —
- damages and costs.

Undertakings have already been obtained from the following organisations:—

1. *B. R. LEWIS LTD.,
ERITH, KENT.*
2. *DONCASTER PHARMACEUTICALS,
DONCASTER, YORKS.*

Bencard's investigations are continuing and proceedings against other organisations are being pursued.

Bencard stresses that it reserves the right to take whatever legal action it deems appropriate to protect its business against illegal parallel imports. The position with regard to individual retailers as set out in the final paragraph of the 10 August statement remains unaffected.

BENCARD, BEECHAM HOUSE, BRENTFORD, MIDDLESEX TW8 9BD

Bencard is a branch of Beecham Group plc. Amoxil is a trademark.

Kalten capsules

Manufacturer Stuart Pharmaceuticals Ltd, Stuart House, 50 Alderley Road, Wilmslow, Cheshire SK9 1RE

Description Hard gelatin capsules with opaque red caps and opaque cream bodies containing atenolol 50mg, hydrochlorothiazide 25mg and amiloride hydrochloride BP (dihydrate) 2.84mg (equivalent to amiloride hydrochloride 2.5mg). Each capsule is imprinted "Kalten" and with the Stuart logo in black

Indications Management of hypertension

Further information Recommended for use in hypertensive patients where therapy with a beta-adrenoceptor blocker or diuretic proves inadequate. Where necessary another anti-hypertensive, such as a vasodilator, can be added. May be suited to older patients where higher doses of beta-adrenoceptor blocker or diuretic is inappropriate

Dosage *Adults* One capsule daily *Children* No paediatric experience, not recommended

Contradictions Patients with second or third degree heart block, with hyperkalaemia or where potassium sparing diuretics or potassium supplements are already being given. Anuria, acute renal failure, severe progressive renal disease, diabetic nephropathy; patients with blood urea over 10mmol/L or serum creatinine over 130micro mol/L in whom serum electrolyte and blood urea levels cannot be monitored frequently

Precautions, side effects As for other preparations of atenolol, hydrochlorothiazide and amiloride hydrochloride

Packs Calendar packs of 28 (£6.70 trade)

Supply restrictions Prescription only

Issued August 1985

Additional Information Available from September 9

Gx generics

The prices for the drugs in the Gx range announced last week are as follows (those marked with an asterisk are awaiting product licences): allopurinol tablets 100mg (100 £7.81 trade) and 300mg (30 £7.03); amitriptyline tablets 25mg (100 £0.93); ampicillin capsules 250mg (100 £5.95) and 500mg (100 £11.86), and syrup 125mg in 5ml (100ml £0.95) and 250mg in 5ml (100ml £1.90); bendrofluzide tablets 5mg* (100 £0.63, 250 £1.56); chlorpropamide tablets 100g (100 £1.55) and 250mg (100 £3.45); co-trimoxazole tablets (30 £2.14, 100 £7.13); erythromycin suspension 125mg in 5ml* (100ml £1.25) and 250mg in 5ml* (100ml £1.89), and tablets 250mg* (100 £5, 250 £12.50) and 500mg* (100 £12.07); frusemide tablets 40mg (60 £0.79, 250 £3.29); glibenclamide tablets 2.5mg (100 £5.64) and 5mg (100 £9.42); ibuprofen tablets 200mg (100 £2.42) and 400mg (100 £4.83); indomethacin capsules 25mg (100 £1.90, 250 £4.75) and 50mg (100 £3.22), and suppositories 100mg (10 £1.96); methyldopa tablets 125mg (100 £2.83), 250mg (100 £4.99, 500 £24.95) and 500mg (100 £9.95); oxprenolol tablets 20mg (100 £2.83), 40mg (100 £4.29), 80mg (100 £7.11) and 160mg (100 £12.54); oxytetracycline tablets 250mg* (100 £1.67, 250 £4.16); penicillin V elixir 125mg in 5ml* (100ml £0.53) and 250mg in 5ml* (100ml £0.77), and VK tablets 250mg* (100 £1.55, 250 £3.88); propranolol tablets 10mg (100 £0.37), 40mg (100 £0.92, 250 £2.30), 80mg (100 £1.46) and 160mg (100 £2.92); salbutamol inhaler 200 doses (£2.35) and tablets 2mg (100 £1.08, 250 £2.65) and 4mg (100 £2.10, 250 £5.20); spironolactone tablets 25mg (60 £4.37, 250 £18.20) and 100mg (30 £8.74, 100 £29.13); and tamoxifen tablets 10mg (30 £8.13, 250 £63.59) and 20mg (30, £13.47). *Gx Ltd, The Old Post House, London End, Beaconsfield, Bucks HP9 2JH.*

Chemist & Druggist 24 August 1985

ANNOUNCEMENT

PHILLIPS YEAST PRODUCTS LIMITED

PHILLIPS TONIC YEAST
MULTIVITAMINS
PHILLIPS IRON TONIC
BREWERS' YEAST
VITAMIN IRON
ALUZYME
TRAVELLERS

In order to improve our service to the retail and wholesale chemist trade, we have appointed NEWTONS LABORATORIES as sales and merchandising agents for the products listed above. We will continue to handle despatch and invoicing ourselves. We are very confident that Newtons will maintain and extend our service reputation of which we are very proud. Our research team is working upon an ambitious programme of new product development and we are looking forward to a number of successful launches in the near future.

We are very pleased that Newtons will be handling the sales and merchandising of our products, with the highest standards of service and professionalism.

Phillips Sales Force will continue to service our rapidly developing Pet Care brands.

**NEWTONS LABORATORIES,
111/113 WANDSWORTH HIGH
STREET, LONDON SW18 4JB.
Telephone: 01-874 6511.**

Early in May the first of the Christmas catalogues falls with a sickening thud on the mat. It has started again. In olden days the perfume houses would have a Christmas show in a prestigious local hotel. Occasionally one would be held on the other side of town in splendid isolation, making one wonder if the others had "ganged up" against it, or whether they just hadn't bothered to ask anyone else.

You made your way through the sumptuous rooms hoping you didn't have holes in your socks or a shirt tail hanging out. The displays were magnificent. A normally imperious rep would dance attendance with pen and order pad at the ready. He nodded approvingly as you gazed at the items and ordered large amounts. The lips pursed and the question "Are you sure?" greeted a small order. If you chose to ignore a particularly choice item he would draw it to your attention, kindly as though speaking to a blind half-wit. The whole procedure, gone through with all the houses, left one in need of solace.

The moment of truth arrived in October (delivery forward dated to avoid payment until the last moment — due November delayed till December brought only mild reproof), surrounded by boxes, shavings and packing of all descriptions, with the staff clustering round the piles of goods saying: "Why did you buy that? We still have three dozen left from the year before last." Shades of darkness!

Christmas is coming whatever we do about it. To the busy pharmacist it represents another series of choices. The first being: do we get involved? We can, like Mr Scrooge, shout "Humbug" and ignore it completely but again we may find we have been missing something good all the time.

Like the timid bather we may dip in a little toe and keep a little stock and that's exactly what we do. Keep it. We find that only by accident does anyone come to us looking for a Christmas present (usually because all the other shops are closed or they forgot Aunt Lucy, sometimes both).

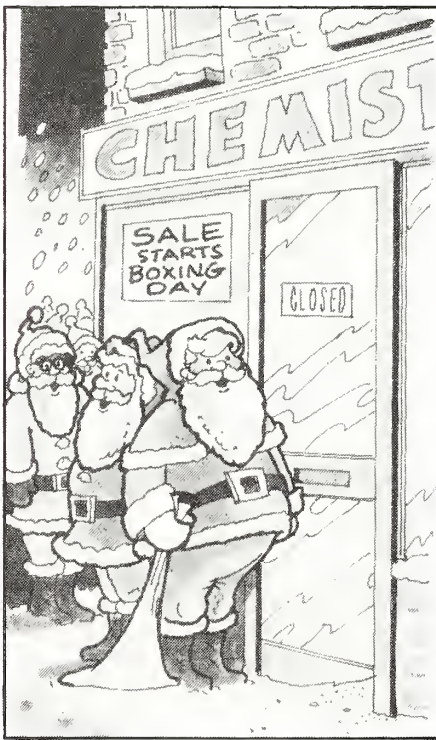
If we are positive thinkers we can think big and buy accordingly. The stock looks good, the bills are huge and the worry enormous, especially as the camera we bought on such good terms is being sold by the national chains for less than we paid for it.

We could try to make it a useful feature of the business. There is a plan which tries to bring order to chaos and peace to the uneasy. Five steps are involved.

1 Find your average weekly counter takings (AWCT): If you are the average pharmacist you will already have this to the last penny. If not, count the money day by day and make a record, or take the annual turnover, subtract NHS receipts and divide by the number of weeks.

The lolly and the ivy

Christmas is coming, but will it be only the goose that gets fat? Community pharmacist Leslie Pearce provides some tips on making the most of the festive season.



2 Find your Christmas business (CB): Add together all counter takings (ACT) from the Monday nearest to November 5 to end of Christmas Eve, subtract the average weekly counter takings multiplied by number of weeks. That will give a rough figure of what your Christmas business is worth at retail. Subtract VAT and profit margin to get cost of CB. If you have just bought a business, and the owner is good enough to give the Christmas figure, you have a target. If not, for those with new shops a good plan is to suck the forefinger, hold it up to the wind and buy less than you think you can sell.

You can always increase next year and/or rush to the cash and carry. To summarise: $CB \text{ at retail} = ACT - (AWCT \times 6)$. $CB \text{ at}$

$\text{cost} = (CBAR - VAT) - \text{profit margin}$.

3 Make your new target: This is where the fun and entrepreneurial skill begins. What are your customers going to buy this Christmas? Can you sell them any more than last year? If so, what? Would a new range help? Christmas cards beside the wrapping paper, toys beside the baby department, objects d'art, pictures, candles, aprons. The choice is yours.

There are some tips. People often classify those they buy presents for into price brackets — wife £20 or £50 or £100, brother in-law £2, £10, etc. Usually they want one present to that value, two is not the same, so if you don't have anything in the shop over £10 you can't satisfy the customer for £30 or £50.

The other factor is that people "lose" the value of money, and the normal items in big sizes can do well immediately before Christmas.

Back to figures — you know last Christmas expenditure at cost. Add on a figure for inflation, plus the percentage increase. This will give a buying target (BT). As orders are placed the money spent is added to give a running total. Always give the customer a choice — it is better to have a wide choice than masses of very few items. So $BT = CB \text{ at cost} + \text{inflation} + \text{increase}$.

4 Display: The Monday after Guy Fawkes Day have the Christmas windows put. They should be attractive, bright, colourful and well priced both in value and tickets. If you can have a moveable display or something to stop the passer-by, use it. Use the window as a lure to bring them into an attractively set out shop. You may want to freshen up the window display about twice before Christmas Eve. (If you don't have a window make a display inside that is seasonal).

The most important attraction is helpful staff. Everyone knows this but in the heat of the moment with legs aching it can be hard to remember.

5 Aftermath: Money is often given as a present, so do not disrupt your window too early after Christmas. After spending so much on others it's a good time to spend on yourself (hence the Boat Show in January). After a few days have a sale. This year's stock looks tatty next year, and the swagman may have it in his range at stupid prices. It's better to have some money back and turn it over, than stock in boxes gathering dust.

Keep a record of what sold and what didn't, and refer to it when ordering next year.

Finale: The ideal of Christmas is to have a reasonable stock at the beginning of Christmas Eve, to lose no sales and to be out of stock at 5.30pm. I have not achieved it yet.

Happy Christmas!

Skincare

Beauty may be only skin deep, but for skincare manufacturers — and indeed for chemists and the consumer — it is a very important few millimetres. Man from time immemorial has been searching for the secret of eternal youth, so far with little success. But the products available have come a long way since the days when Cleopatra bathed in asses' milk, and the last few years in particular have been one of the healthiest periods in skincare's history.



PORES FOR THOUGHT

Today skin care is big business, with a market value of £216m showing growth of 10 per cent on 1984 figures. Market volume rose 1 per cent to £135m. Although UK women lag behind America when it comes to following a regular facial skincare regime, growth in the market reveals a willingness among women — particularly in the 18-35 age group to move away from soap to facial cleansers. In 1985 cleansers have a 16 per cent share of the market (£34m), and moisturisers 42 per cent (£91m), a growth of 14 and 8 per cent respectively.*

All indications point to continued value growth of between 8-10 per cent per annum, with unit growth expected to pick up too. Contributing factors include an "increasing importance of own label brands which show a 20 per cent growth on 1984 figures; the general ageing of the population; the emergence of working women with increasing disposable incomes and today's trend towards more healthy lifestyles," says Shulton's strategic business unit manager, Mohan Banerji. But one of the main reasons must be recent market activity with new products such as Ulay cleanser and the Aapri range.

Richardson-Vicks, who have dominated

the moisturiser business with their ubiquitous Oil of Ulay, are now seeking to exploit the growing cleanser market. The company is spending £1.5m on advertising, with a television commercial breaking in the London region in October and rolling out nationally by Spring 1986. Women's Press advertising has started this month. It will be interesting to see the age of consumers buying the cleanser. "Advertising is aimed at attracting existing Ulay users and also new ones, particularly the younger end of the

market," says senior product manager Lyndsay Fallace. But Oil of Ulay was often the first and only beauty item women bought. Now the market is much more diverse and sophisticated, and the traditional Ulay user is the older woman.

The company emphasises, however, that it will not be withdrawing its support from the rest of the Ulay stable. Oil of Ulay is currently being supported by a £2.5m television campaign to run through to 1986. Night of Ulay, which until recently has had television advertising only in the London region, now has national coverage and a women's Press campaign is planned for September to March. "The London TV test in January and February corresponded with a sales increase of 38 per cent compared to the previous six months of non-advertised sales," says the company. Richardson-Vicks remain non-committal on the question of introducing the UK to other Ulay products currently available in the US.

Gillette last month launched two new products: Aapri washcream and moisturiser (available in cream and lotion) to join the existing facial scrub. Like Ulay cleanser, the washcream for daily cleansing, is being targetted at 18-35 year old women — "an age group where interest in new products and skin care ideas is high and where facial



* All figures from SDC, for year to June 1985.



scrub already has high usage."

To launch the Aapri range and extend the facial scrub's 8 per cent share of the cleanser market, the company is putting £1.7m behind television advertising starting in September/October. There will also be a £120,000 women's Press campaign.

The percentage of consumers using products as part of a regime has in the past been relatively low, but figures for 1985 show that regime products are growing in popularity with an 11 per cent increase on the previous year. "Regimes tend to be used by the younger end of the market who wear more make-up and have been educated in the 'cleanse, tone, moisturise' way of thinking," says Chesebrough-Ponds' sales and marketing director Roy Gayton.

This company last August introduced the Gentle Touch regime, pitched at the 15 to 30 age group and consisting of five colour-coded products. The range has been supported by a £2.7m campaign, and this investment is said to be paying dividends. "Sales have consistently grown in each bi-monthly period since launch and are now growing at 26 per cent," says Mr Gayton who believes brand values are built by "strong, consistent advertising campaigns." Despite all this new product activity, Chesebrough are not ignoring their established brands. The Vaseline range which has recently been extended to include intensive care lotion with aloe vera is being supported by a £1.8m television campaign, while Pond's dry skin cream is being backed by a £1.8m campaign and the cream and cocoa butter range by a £1.7m spend.

Building on the claim that adult usage of

Richardson-Vicks seek to exploit the growing cleanser market and add Ulay cleanser to the range

Johnson & Johnson baby products amounts to as much as 80 per cent, the company has heavily supported the brand this year with a £1½m television campaign promoting baby lotion as a facial cleanser.

Smith & Nephew capitalised on what they saw as a trend towards lighter skincare products in May and introduced Nivea extra light. Extra light accounts for more than half of the company's £1.25m advertising budget for 1985, concentrated on women's Press. Nivea cream remains the flagship of the range, and has double the turnover of Nivea lotion (although equal tonnage is sold). But the lotion's turnover has increased by 70 per cent in the last three years (30 per cent in volume) with no cannibalisation of creme sales, say Smith & Nephew.

The Gentle Care range introduced by Galenco last year is, like many recent introductions, a fragrance-free range containing no added colouration and formulated for frequent use. Almay have gone for a head to toe toiletry range with the launch in June of the hypo-allergenic Total Care collection, which includes cleansing bar, body moisture treatment and hand smoothing complex. Women's Press advertising with the copyline "It's you all over" started this month and will continue through to November.

Neutrogena, who have recently added liquid facial cleanser, say they are planning range expansions and looking for 30 per cent growth by 1986. "We expect this to come from the chemist sector, as chemists traditionally have little competition in the high quality skincare market," says the company. They attribute their recent growth to the "excellent" support given by the pharmacy trade.

Roc is another company who have recognised the potential for products aimed

at the younger user, and have this year introduced Les Premiers Roc with a lower price positioning for this market. Repackaging of the skincare range into white, blue and gold will be complete by the end of the year.

Albion Soap have this year spent £1m on national television advertising for the chemist-only Simple range. The company has adopted the strategy of showing a 30-second commercial with two 10-second versions on Channel 4 throughout 1985.

Mousses appear to be the product type of the moment and Cyclax, not wishing to miss out on this trend, launched Moistura all over body mousse in May. A second burst of national television advertising is scheduled for September and October.

It is obvious that manufacturers place much importance on advertising, but one exception are Crookes who report that sales of Cream E45 have continued to rise despite no consumer advertising or special promotions. They have introduced a new poster for POS material with the copyline "Does your child have eczema?" The company is, however, putting £1m behind television advertising for the Complete Care brand in October and are running a promotion offering Miss Selfridge vouchers to consumers and retailers (see Counterpoints).

Nicholas Kiwi are currently involved in selling into the trade a skincare range called Basique but are at present unwilling to give details. House of Sheldon are following up their recent launch of a beauty care range with the introduction of a skincare collection in September which includes cleanser, toner, moisturiser and body lotion — all to retail at £2.25 each. And Beauty Basics have added a hand and body lotion (350ml, £4.95) containing vitamins A and E and hazelnut oil to their Just Desserts range.

Yardley have added a new cleansing cream and make-up remover (100ml, £2.45) for dryer skins or heavy make-up to their Second Nature range. Revlon say they will be introducing new merchandising units for the Eterna 27 range for larger pharmacies to facilitate self-selection at the end of this year. Chefaro are currently looking at results of a television test in Anglia for Endocil which rolled out earlier this year, with the aim of extending coverage to other areas in 1986, alongside the continuing Press campaign.

Stuart Edgar in a bid to expand their presence in the skincare sector, last month, added a cleansing milk, skin freshener, hand and body lotion and splash-on cologne to their Pampered range. Retailing at £0.69, products in the range are firmly pitched at the mass market budget sector.

While mass-market products form the largest sector of the skincare market — £112m of sales as compared with premium



products' £51m — the latter recorded a 12 per cent increase in 1985 (14 per cent toiletry, 1 per cent middle market) — due largely, to the popularity of expensive, single 'super-action' creams.

Elizabeth Arden last month launched advanced energizing extract (40ml, £8.50, 75ml, £12.50) using the platform that it "moisturises, primes and protects all in one quick, easy step."

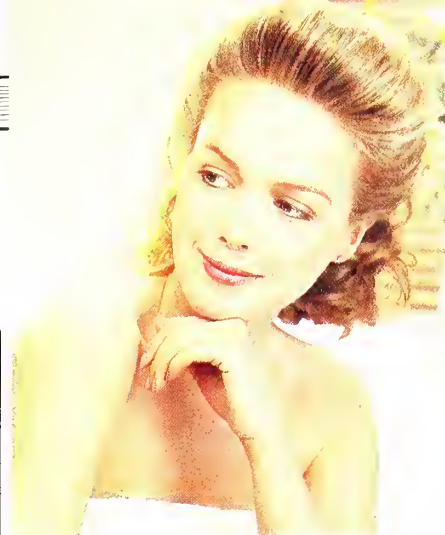
A whole host of products has flooded the market recently claiming to retard the spreading of wrinkles. The newest introduction is Vichy's early wrinkle cream (40ml, £5.80) and wrinkle treatment and firming cream (40ml, £7.85). The two products have very different age profiles and functions — early wrinkle cream is designed for the 25-35 year old woman with the first sign of wrinkles, and wrinkle treatment and firming cream is for the woman aged 35 years onwards.

Clarins too have launched double serum multi-regenerant (£32.50). This consists of two different coloured bottles containing 15ml of lipo serum and hydro serum. The product will be advertised in women's monthlies starting in September. Like Vichy, Clarins run training schools to educate counter assistants in use of their product ranges and the basics of skincare.

Helena Rubinstein, who claim a 6-10 per cent share of the premium market, have announced they are going to invest and re-develop their chemist trade, although distribution will still be limited to "exclusive chemist outlets." An advertising campaign in the women's Press starting this month is to be backed by a 50 per cent increased spend. New products in 1985 include exfoliating cream (50g, £7.95) and exfoliating grains (100g, £6.95). Richards & Appleby also believe the exfoliating sector is a growing one and have added Buf Puf gentle for delicate skins (£1.65) to the original product.

A trend which has grown apace over the last few years, and gives every indication of doing so in the future, is the interest in truly natural skincare products. The Italian range Antica Erboristeria, distributed by Network Management, was launched onto the UK market in June. The skincare range includes a cleansing milk, skin tonic, rose water and a hand and body lotion. The range, which is being supported with £300,000 Press campaign "offers the consumer a natural-based selection of products, not tested on animals and at affordable prices," say Network.

Another newcomer to the scene is the Pure Perfection range, based on natural oils and ingredients, which is being heavily promoted through retail outlets in the South East. Another new range available in the South East but like Pure Perfection, looking forward to a national launch is the Celandine



Albion Soap have this year spent £1m on national television advertising for the chemist-only Simple range



Heather House have launched the Celandine skincare collection

collection from Heather House. It comprises 18 items which range in price from £1.40 to £10.25. A range due to hit the chemist shops soon is the St Ives collection. It is currently available through multiples and department stores.

Weleda report that sales of their weekend travel pack, launched earlier this year, have gone well and are planning an Autumn advertising campaign.

Medicated skincare

Turning to products for younger customers with more problematic skins, Richardson-Vicks still have the lion's share of the £16m medicated skincare market, with their three brands — Clearasil, Topex and Biactol. Clearasil is being supported with a £1½m advertising campaign. The milk and lotion feature in a new commercial which will be screened in a second burst in October, followed by two more in the next 12 months. Clearasil cream is also receiving national television advertising.

In October Clearasil milk and lotion will carry an on-pack consumer offer with Iwa personal stereos as prizes. The company says a recent study revealed Clearasil had 90 per cent prompted awareness amongst 12-24 year olds, while their pharmacy-only brand — Topex — has 75 per cent. Biactol is currently featured in a £½m television campaign.

For those who suffer from only occasional or minor eruptions, Richardson-Vicks recommend their Moncler Derma brand. The cleansing gelee is highlighted in a television commercial currently running

until mid-September in London, Southern and Granada regions with a £¼m spend.

The launch of Oxy Clean cleanser and impregnated pads this year was intended to take advantage of the market trend towards skincare regimes. Norcliff Thayer are hoping to roll out national advertising for the brand following successful campaigns in Granada, Tyne Tees and Yorkshire but as yet will not give a date. The company says that awareness prior to advertising was 18 per cent which went up to 83 per cent following the campaign. The company says Oxy 5 and 10 have a brand share of 7.3 per cent.

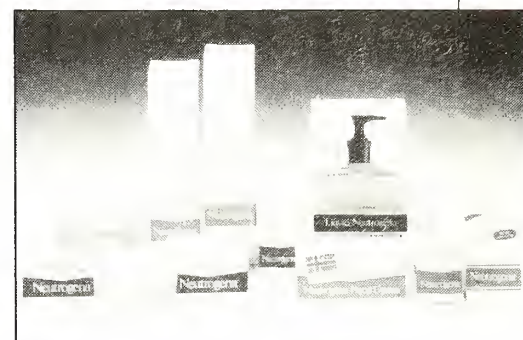
Cepton is currently featured in a women's Press and teenage magazine campaign running through to the Autumn. New POS, including counter units is available say Care Laboratories.

Quinoderm are affirming their commitment to pharmacy and offer a full range of POS material for their range, which they say is "significantly" cheaper than other preparations.

What then of the market's future? The recent trend towards specialised products looks set to continue, but with regime ranges still accounting for less than half of the toiletry/mass market there is still potential for growth.

Despite the inordinate cost of entry, the vast potential is expected to attract new competitors and create new product activity from both established and new companies. But, says Mr Banerji of Shulton: "Each new entrant will have to ensure they have a unique selling proposition if head-on competition with established brands is to be avoided." This will lead he says, to increased segmentation and the creation of new sub-segments.

However, he gives a word of warning on the subject of scientific breakthroughs: "Given that the trend in products claiming 'cell renewal' and 'skin repair' is likely to grow, and given that future benefits may require even more direct manipulation of skin metabolic processes, the introduction of



Neutrogena are planning range extensions and looking for 30 per cent growth by 1986



some form of regulatory action looks likely. This may not only protract development of breakthrough technology, but may also reduce the ability of smaller companies to complete effectively."

As one of the most important toiletries markets to chemists in terms of value (chemist sales £24m — 1985) it is imperative that pharmacies should retain and reinforce their traditional dominance of the skincare market. Figures for 1985 show that grocery sales are increasing at 19 per cent compared to chemist's 11 per cent, although grocery accounts for only 7 per cent of skincare products' total sales.

Strategic business unit manager for Shulton, Mohan Banerji suggests ways in which chemists wanting to make the most of the skincare lines can improve their business:

1. Be flexible in your approach. Consider what may appear to be a risk. Skincare not only generally provides better profit margins, but also helps create a more interesting retailing environment.
2. Skincare cries out for personal attention and advice. Invest in staff training and improve your own product knowledge.
3. Give it space in relation to its share of the total toiletries market and according to brand shares. You will never build up a thriving business by trying out skincare in "a hole in the corner" space.
4. Create the right environment to allow easy viewing and buying. If space is available, set aside a corner for demonstrations eg. facials. Insist on tester stock and samples.
5. Don't under-estimate the importance of manufacturer's advertising and PR support.
6. Capitalise on the recent health and fitness boom. Run periodic promotions eg around athletic aids, food supplements and skincare.
7. Know your customers, and select your product range accordingly.

Gillette make a bid for a larger sector of the market with the launch of Apri washcream and moisturising lotion and cream

Benzoyl peroxide: a cause for concern?

Benzoyl peroxide celebrates its 20th anniversary as an acne remedy in the UK this year. In that time it has firmly established itself as one of the most effective anti-acne ingredients. Recently, however, its continued use has been questioned as some animal studies have revealed that it may act as a tumour promoter. How then should the pharmacist react to these reports? Professor Alain Li Wan Po, of the department of pharmacy, Queen's University of Belfast, looks at the evidence.

It is now accepted that certain substances may induce skin cancer, and that compounds which themselves are not carcinogenic may promote cancer once initiated by other substances. Individuals vary markedly in their susceptibilities to carcinogens, and there is usually a long latency period between first exposure to carcinogens and appearance of symptoms. Since variation in susceptibility is wide

between individuals, the same can be expected of interspecies variation.

The first screens of benzoyl peroxide for carcinogenicity were carried out to identify activity as an initiator of the disease. The conclusion was that when applied to the skins of mice, as often as six times a week, the drug did not induce tumour formation.

More recent studies by one group of workers on the activity of the peroxide as a tumour promotor has, however, raised more alarm. When applied at concentrations which were realistic enough to be used by patients, the mouse studies showed that if the shaved skins of the rodents were pretreated with the tumour initiator 7, 12-dimethylbenz (a)-anthracene, then tumour promotion was observed.

Surprisingly, benzoyl peroxide has not shown any significant tumour promoting activity in hairless mice pre-exposed to ultra-violet light as tumour initiator.

Should these results be dismissed as contradictory because of the above discrepancies, and irrelevant, given that they were obtained with animal models? That would be unwise. The observed differences give some idea of the specificity of the responses to challenge by carcinogens. While extrapolating animal studies to responses by humans is fraught with danger, these results probably give the best available guide to carcinogenic potential of chemical substances.

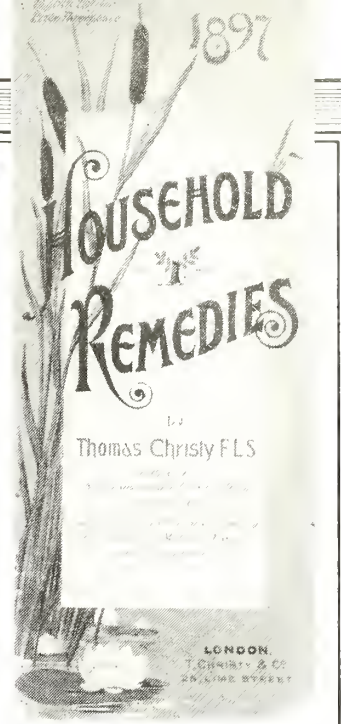
The need for alternatives

If the reported studies give cause for concern, should benzoyl peroxide be immediately withdrawn as an anti-acne remedy? That again would probably be an extreme view. Complacency cannot, however, be defended and manufacturers should urgently seek alternatives to benzoyl peroxide. The case against psoralens in suntan lotions was similar, and consumer pressure soon led to their withdrawal.

Benzoyl peroxide is by no means the only anti-acne remedy to present such problems. Retinoic acid (Retin A) is similarly tainted with the suspicion of tumour-promoting activity. The retinoids have a teratogenic potential and it is therefore worrying that analogues are included in cosmetic formulations (vibrenoid — Moncler Derma). The drug is up to five times less embryotoxic than vitamin A acid and absorption is minimal.

But the question is, should manufacturers pay more attention to consumer sensitivity in these areas? How safe should a product be for use as a cosmetic? Product designers should take these philosophical questions more into account if only because of the commercial implications.





The changing complexion of Christy

For skincare manufacturer Thomas Christy, 1985 marks the celebration of 125 years of trading. Under the directorship of Finian Manson the company has in the last five years secured a comfortable position in the buoyant skincare market and most notably claims brand leadership in the face pack sector. Little did the founder of the company — Thomas Christy, the eldest son of a well known family of hat manufacturers — know what the consequences of a trip to China in 1853 would mean for the future.

It was during his trip to the East that Christy became fascinated by some of the cures effected by unknown eastern drugs, and began studying their origins and properties. In 1860 he opened a small office and warehouse at 155 Fenchurch Street, London where a large brass plate announced that Thos Christy & Co were importers of "New Drugs and Plants."

The business became increasingly concerned with importation of medicinal drugs, as well as with other vegetable products such as spices and teas. He became acknowledged as an authority on such matters and, in 1876, was elected a member of the Linnaean Society and published a reference book called *New and Rare Drugs*.

About 1890 the business moved to more commodious premises at 25 Lime Street, EC4, from which he sent out the first and successive issues of his *Household Remedies*, which explained in simple language some recent discoveries, and came to enjoy great popularity as a reference work for Victorian families.

Recommendations included papine and cocaine lozenges for the strengthening of one's voice and sea-sickness, and witch hazel for bruises, burns, chapped hands and piles.

On laudanum, which was only available on prescription or through a pharmaceutical chemist, he wrote: "The law, as it stands at present, is made to protect the stupid class of

society, that are too lazy to work and want to die, so the suffering taxpayer is inconvenienced by legal rules that bar the use of this valuable strong vegetable product. The pharmaceutical chemist should have full discretion as to how he should dispense all drugs."

When Christy died in 1905, many of his products were to be found in hospitals and in medicine chests and the homes of families of every strata of society.

The family's third generation representative — Cecil Christy, grandson of the founder — became the first managing director when it was made a private limited company in 1934. The last Christy died in 1966 but a cousin of the family, John Glover, is still a major shareholder.

Corporate image

The company now operates from a new 40,000sq ft factory/office complex in Aldershot — a far cry from the days when work had to be carried on in cowsheds after offices in Old Swan Lane, London, were destroyed in the blitz in 1941. A charred and blackened beam, salvaged from the ruins of Thomas Christy's old office, now forms part of the boardroom ceiling. The machinery, which in peace-time was used to make skincare products, was in the war effort used for manufacturing explosives.

But it is not only the offices which have changed over the years. The portfolio has altered to concentrate on the company's contribution to skincare. The original Mr Christy, should he return to view the fruits of his labour today, would find it a very different business indeed.

Currently employing 110 people, the company's workforce swells to 130 in the early Autumn when business is at its height. With a sales force of 20, the company services 6,000 accounts with 8,000 points of distribution, three quarters of them chemists.

In recent times Thomas Christy were

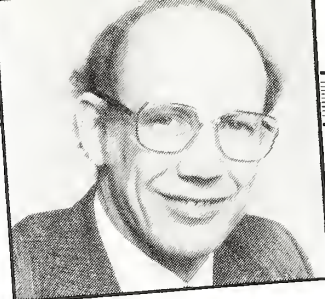
probably most well-known for their role in contract manufacturing. The last five years however, have seen a reversal in company priorities with 70 to 80 per cent of business involved in Christy-own products. It is a fact of which managing director, Finian Manson is rightly proud: "During the last few years the company has altered complexion quite dramatically. Whereas before we were involved in building up other people's business, we are now able to present a strong portfolio of our own. As a result we have become better known in our own right and now have a corporate image."

The company can boast a portfolio of 63 skincare lines. Pharmaceutical products, spices and teas may have gone but some of the old formulations such as hand and body lanoline (first introduced in 1915) are still going strong. They were the first company to introduce cold cream in the early 1900s and the first to launch ready-mixed face packs over 30 years ago.

Overseas sales, which started apace seven years ago, now account for 10 to 15 per cent of business, with export markets in most of Europe, Australia and America. "Sales to the States were up 45 per cent in 1984," says Mr Manson. Promotion in this country is currently centred on a £350,000 women's Press advertising campaign, with a bigger expenditure promised for next year.

Recent introductions have included a peach facial scrub launched four months ago, which has out-sold predicted estimates four times over, and cleansing pads for face, eyes and nails. The Tropicana sun-preps range which is currently on test market, looks set to go national in 1986 with range extensions.

"We have weathered the recession better than most private companies, and are now set to build on our 125 years heritage, and expand and develop the Christy portfolio. The company is committed to a policy of filling gaps we see in the skincare market," says Mr Manson.



"Train for success" says Mel Wood

Training's no secret

Pharmacists gain respect by giving good advice, but what of the counter staff and dispensers? With entry forms for the 1985 Chemist Assistant of the Year competition now available, Mel Wood, the proprietor of T.W. Crompton in Salford, home ground of last year's winner Elaine Scott, gives his view of the importance of staff training, and what it can mean to a business.

What are the secrets of your success in business? The question may be asked for us frequently, but on reflection perhaps there are no "secrets" any more.

The question may well have applied a generation or two ago, in the days when pharmacy was shrouded in mystique. Then the profession was full of jealously guarded secrets, and a great deal of profitable business was generated under the cloak of mystery. Chemists were held in great reverence by the public and especially by their clientele.

The secrets are now out — out of date, out of fashion, and out in the open. Today, the opposite applies. The public is better informed and shows an increasing appetite for information. Anybody who expects to retain a veil of secrecy in promoting their professional image is clearly misguided. Progress will elude those found lacking when the public demands expert advice and information.

The same applies to the other members of your staff. The public wants to respect you and your staff but they will not give and maintain that respect unless it is *deserved*. Poor performance on the front counter will leave a lasting impression no matter what else the customer sees.

It is therefore vitally important to increase the knowledge of all members of your staff. Staff training is one of the main criteria which sorts out the effective shops from those which are dead on their feet.

If you mention "staff training" to most small independent pharmacists, a peculiar glazed expression appears. They trot out a load of well worn and rehearsed phrases: "It's easy for the big guys" . . . "I'm too busy

and don't have time for staff training" . . .

"They usually pick it up as they go along". Today you can't wait 15 years for the experience to build up. An informed approach has to be picked up in months rather than years.

I accept that most of us are either too busy to spend hours teaching, not specially talented as a teacher, or both. However, all that is needed is to take full advantage of the first class training facilities currently available.

For all independent pharmacists the first priority must be to lay down the basic foundations for their junior staff. In this respect the NPA staff training leaflets are superb. They have been expertly assembled and compiled and the facts are almost predigested. The range is fairly comprehensive and, although the level is basic, it is easy to build on later.

The only requirement of the busy pharmacist is to quickly scan the subject matter making any minor adjustments to suit particular needs before handing it to the trainee. I have found that 30 minutes study time is required to read the current leaflet and answer the questions on the previous leaflet. Even senior staff enjoy the prospect of "refresher" courses with the leaflets (and trying for a perfect score).

All staff enjoy increasing their knowledge of the products they handle and the psychology of selling and customer relations. They not only gain valuable information, but also motivation and job satisfaction.

I am a great believer in everything the NPA does for its members, but I am especially convinced that the training course is the one NPA facility that will have the most dramatic and immediate effect on the overall effectiveness of your business — and for such little outlay.

Of course it doesn't end with the basics. You will surely want to keep up the momentum and take advantage of product knowledge courses offered by manufacturers and distributors. Major cosmetic houses are usually very helpful in offering training days, and those run by Vichy have been praised for their general content as well as specific product information and training. The larger wholesalers, too, have started to provide excellent seminars on merchandising and selling techniques over the last few years and seem to be increasing their commitment to this service.

I cannot recommend too strongly how

important it is for independent pharmacists to take advantage of some, if not all, of the training facilities at their disposal. It may mean allowing a little time off for members of staff, but is well worth it.

Don't have regrets if a trained member of staff decides to try pastures new. Usually this will be infrequent, and anyway, as one door closes . . . It is perhaps fortunate for us that while the present economic climate is curtailing retail growth, we can be more selective when filling staff vacancies. It is obviously important to choose someone who has a real interest in retailing, together with an ability and enthusiasm to learn. The opportunity is there.

I have always thought that, once motivated, staff respond to increasing responsibility and the challenge of involvement in the overall business. If you employ talent and then reward and motivate it, you will be repaid with dividends. But if you deny that talent a chance to express itself it will rebound on you — your staff and your shop will become moribund.

Having declared that training is perhaps the only secret that remains for success, I have to admit that very, very occasionally the dividends exceed your most optimistic expectations. I feel privileged to have witnessed and taken part in the progress of Elaine Scott — 1984 Chemist Assistant of the Year. Here was a young girl who came to my shop on her sister's recommendation as a "Saturday Girl" while still at school.

Such remarkable employees deserve special attention and extra encouragement, as well as even more demanding training. There are local colleges which offer excellent courses on marketing, merchandising, selling techniques, management, or whatever field is appropriate for the person concerned. Elaine completed a course in store management, and everyone except her employer was surprised that a girl from a little chemist's could do so well in competition with the major stores.

C&D and the sponsors should be congratulated for providing the forum and financial backing to enable assistants from all over the country to demonstrate their talents in friendly competition, with the opportunity to win a "pot of gold".

For your assistants it is a stiff challenge to win a title and a reward, and extra motivation to make the most of the training facilities you can offer them. For the pharmacist it is a mark of your commitment to training, and confidence in your entrant.

We spend so much of our waking lives at our place of work — we might as well enjoy it. Training motivated staff will, more than anything else, help to make the working environment happy as well as effective and lucrative.

It's no secret.

The 1985
CHEMIST & DRUGGIST
OF THE YEAR
COMPETITION

Your chance to win up to
£1,000

Facing up to the facts of life

May I add my voice to that of Mr R. Dudley in challenging the Pharmacist Action Committee to come forward with some constructive alternatives instead of carping *ad nauseum* at the new contract (C&D, August 10).

Analysis of the letters of criticism of the new contract show the names of Mr Nathan and Mr Patel of Leicester constantly reappearing, sometimes with more than one letter in an issue. Do these gentlemen think that by making a big enough noise they will create the impression they are more numerous than they really are?

Mr Nathan, in deploring the lack of democracy in PSNC (incidentally who elected Mr Nathan?) is standing words on their head. PSNC representatives, in case he doesn't know it, are elected by *all* contractors every four years. What could be more democratic than that?

It is time that the denigrators of the new contract faced up to two facts of life, unpalatable though they may be. Firstly the available alternatives are not the new contract or the status quo. The status quo is finished — the choice is between the new contract and DHSS imposed alternatives. When one knows that the Minister's original offer would have meant the withdrawal of the contract from 40 per cent of contractors, without any compensation, one can only congratulate our negotiators on achieving the success they did. To a Government so dedicated to the free enterprise philosophy that it is prepared to accept four million unemployed, the thought of adding 4,000 pharmacists to that number would hardly cause major shock waves in Whitehall.

Of course, the contract is not perfect,

but this is the second hard fact of life, namely "politics is the art of the possible". In the context of what might have been it is a cause for congratulation and not the specious criticism of the politically inexperienced. Mr Nathan's assertion that "a new negotiating team including representatives of PAC who will ensure (my italics) that a new contract fair to all pharmacists... is secured" shows him to be completely innocent of the negotiating skills of the DHSS representatives behind whom stand the hard-faced representatives of the Treasury.

He really must stop trying to teach his grandmother how to suck eggs.

C.A. Benjamin
Leeds

Ignore us at your peril!

I hope that you will once again allow PAC space to comment on statements made Mr David Sharpe and Mr Alan Smith last week. Their remarks were cogently and persuasively presented but I feel that, at best, they gave only the partial truth. I should, therefore, like to present some alternative points of view.

Two members of PAC's main committee (Charles Flynn and Michael Hirsh) are LPC members and were present at the meeting on June 23 to ratify the proposals. They are certain that the contract limitation for which delegates believed they were voting was for a complete stop on the granting of any more NHS contracts, except in areas with a real lack of pharmaceutical services.

They feel that had the delegates known then what the final guidelines proposed, they would not have voted to accept the package. The protection for contractors delegates thought they had secured will

not be forthcoming. Even more ominous for the future of independent contractors and community pharmacy as a whole are the various loopholes provided in the guidelines to allow multiples, department stores and supermarkets to continue their policy of expansion.

At no time has the PSNC shown any concern about the injustice to long-serving contractors who have been leap-frogged into a position where they now dispense less than 16,000 scripts per annum. This was one of the reasons for the formation of PAC, and we shall continue to campaign to have this injustice reversed.

Mr Sharpe is prepared to go public in saying that the "deal the PSNC had made would benefit the profession like no other deal that had been made since the inception of the NHS". Leaving aside all those who will have to close their businesses, his new deal means a bleak future for young people entering the profession, little with prospect of them acquiring their own business.

Mr Smith says he is speaking for the "silent majority". He may well be right — for the moment, but PAC has discovered that the reason for their silence is a mixture of apathy and ignorance of the full implications of the contract.

Mr Sharpe and Mr Smith continue to pretend that the protests made by PAC are unrepresentative and insignificant. I would warn them that they ignore us at their peril; by the time elections to the PSNC and the Society's Council come round PAC will be a force to be reckoned with. Voters will remember Mr Sharpe and Mr Smith's attitude, and they will also bear in mind that the Pharmaceutical Society has declared that it does not feel itself obliged to follow the objects of the charter in representing the interests of every member, and vote accordingly.

Alan Nathan

Chairman Pharmacist Action Committee

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New rates system would cost High Street shops

Government plans to introduce a uniform national business rate would add 8.4 per cent to the bill for town centre shops, according to a recent survey. But neighbourhood shops could save 10 per cent.

The introduction of any form of uniform tax on business would require a revaluation of commercial properties throughout the country. Otherwise, the new tax would have to be based on evaluations made in 1970 or 1973. The revaluation would then have to be regularly updated.

"Central area shop rents have increased by more than any other area of property examined. These increases are so dramatic that, in most areas, central shops alone would finance rates reductions in nearly all other categories of commercial and industrial properties," say chartered surveyors Herring, Son & Daw.

A revaluation alone would increase city centre shops' rates bill by 40 per cent, and cut the bill for neighbourhood shops by 30 per cent. Retail warehouses and out-of-town superstores would also suffer.

The effect of revaluation and introduction of a business tax across the country would vary from region to region, depending on the local rate poundage now applying and speed of local rental growth.

Figures for 1985/86 show a national average poundage of 187.83p. Applying this rate of tax to all commercial premises

would leave Exeter worst hit, with a 50 per cent increase, while Newcastle would benefit most, rates there falling by 43 per cent. Poundage rates currently charged in the 11 areas looked at by Herring, Son & Daw vary from Croydon's 153.5p per pound to the 346.73p per pound which applies in Newcastle.

Turning specifically to shops, the survey suggests central shops would see their bills fall by 3 per cent in Newcastle, but go up by 15 per cent in Bristol. Changes for district stores would range from a 20 per cent drop in Newcastle to a 7 per cent increase in Croydon and Norwich. Neighbourhood shops will, at worst, see no change in Exeter, or be able to save 26 per cent in Newcastle.

Non-domestic rates currently contribute £8.3 billion a year to local authority funds, Herring, Son & Daw say. This represents 54 per cent of the total rates bill, half of this coming from commercial properties such as shops, offices and warehouses. Shops alone contribute £2,011m — just over half the non-domestic sector's share.

Herring, Son & Daw's survey assumes local authorities will remain within central Government's rate-capping restrictions, and that the current ratio between domestic and business ratepayers will be maintained. "Commercial Property and the Rating System — a Fair Deal for All" (£50), Herring, Son & Daw, 26 Sackville Street, London W1X 2QJ.

Wellcome top profits table

Wellcome Foundation made the highest pre-tax profits of any privately-owned UK company in the 1983/84 financial year.

They also recorded the greatest percentage increase in profits.

A survey of 2,000 companies carried out by Jordans, a business information company, shows Wellcome with pre-tax profits of £89.5m in past twelve months.

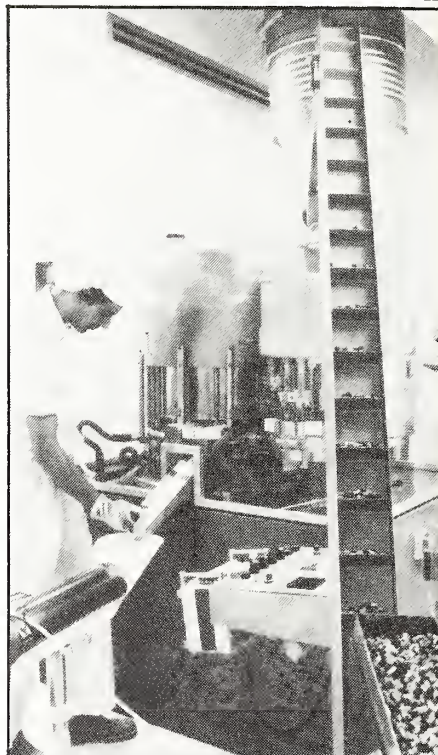
Wellcome also top the net assets table, with their total of £626m putting them £46m ahead of Heron International, their nearest competitor on that scale. John Swire, a transport firm, were their nearest competitor in profits terms, with £48.5m.

Wellcome will no longer qualify for Jordans' table of private companies when they offer 20 per cent of their shares for sale on the stock exchange early next year. *Britain's Privately Owned Companies: The Top 200* (£55). Jordans & Sons, Jordan House, Brunswick Place, London N1.

Retail prices

The Department of Employment retail prices index for all items reached 375.7 in July (January 1974 = 100). This represents a decrease of 0.2 per cent on June (376.4) and an increase of 6.9 per cent on July 1984 (351.5).

International Bottle Co become UK agents for the Oskar bottle range.



Upjohn have invested in a Zanasi Z-5000 capsule filler for their newly-modernised factory at Crawley. It is capable of a maximum output of 70,000 capsules an hour.

Drug details on computer

The post-marketing surveillance of drugs using general practice computers should be fully investigated, says the Centre for Medicines Research.

The organisation would like to hear from any pharmaceutical companies who are involved in evaluating or setting up similar systems. The CMR thinks that if such a system is successful, it could lead to a major change in the UK approach to drug surveillance.

The CMR has already established a toxicology databank with information from 13 UK pharmaceutical companies on 74 compounds, 29 of which are marketed. It is hoped that such databanks may, in future, allow a more rational use of animals to get the best predictions of a likely human response.

■ John Richardson has been visiting companies in the South East briefing potential customers on his new Datascript service.

The service will provide data on prescriptions presented at a sample of 500 pharmacies within the past 14 days. The information will be gathered from his company's pharmacy labeller.

Mr Richardson claims to have overcome the problems that caused others to pull out of the market, but whether the system goes live depends on how many companies take it up.

From September doctors can write a prescription for Gx products.

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Gx: An announcement to Retail Pharmacists.

Women lead US shop theft

Adult females are America's most "efficient" shoplifters, according to a recent report.

Breaking down the average number of items recovered per apprehension for just over 1,000 drug stores, supermarkets and discount outlets shows adult females were, on average, relieved of 4.2 items in supermarkets, 3.8 items in drug stores and 4.4 items in discount outlets.

Male juveniles came out bottom on this particular scale, being caught with an average 2.4 items in supermarkets, and 2.0 in other outlets. Across all categories, supermarkets seem to be losing 3.3 items per shoplifter, drug stores 3.0 items and discount stores 3.1 items.

Looking at the value of items stolen, the report finds adult females again the worst offenders. When caught, their haul was found to be worth \$11.48 in supermarkets, \$22.21 in drug stores and \$31.32 in discount stores.

November, December and January seem to be the months when most shoplifting takes place, with all the different store types seeing apprehensions hit a peak at this time of year. More shoplifters were stopped on a Friday than any other day of the week.

Around a third of shoplifters from any outlet type are between 18 and 29. Clothing proved the most popular place of concealment in supermarkets, with pockets topping the list in drug stores and the purse used most in discount outlets. "Shop Theft in the USA", *Commercial Service Systems*, available in the UK from *Volumatic Ltd, Taurus House, Endemere Road, Coventry CV6 5PY*.

Revlon fight \$1.8bn bid...

Revlon International are fighting off a \$1.8 billion takeover deal from the US supermarket group Pantry Pride.

Pantry Pride have offered \$47.50 for Revlon's 38.2 million shares, but M.C. Bergerac, the cosmetics company's chairman, says "Revlon is not for sale". They plan to buy back some 5 million shares as they become available.

Revlon are also taking action to enhance the value of their shareholder's stock — the so-called "poison pill"

detence — and have taken out a lawsuit against Pantry Pride on the grounds that their tactics in the takeover battle violate federal security laws in the US.

"Recent actions by Pantry Pride have created a situation in which shareholders could be pressurised into selling at prices which do not reflect what Revlon is really worth" says Mr Bergerac.

Pantry Pride describe Revlon's moves as "a blatant attempt to deny their shareholders their rights to decide for themselves".

...and sell Parfums Balmain

Revlon have sold their Parfums Balmain division to the Belgian Cobeta group, saying it "did not fit into long-range strategic plans".

Revlon's vice president of corporate affairs, Roger Shelley described Cobeta as a company "with substantial interests in retailing". He said Revlon would continue manufacturing and selling Balmain for a while to ensure a smooth transition.

In the UK, Balmain was largely a department store line. Revlon say they will retain a presence in the prestige end of the fragrance market by concentrating on the Princess Marcella Borghese and Ultima II ranges.

COMING EVENTS

Briefly...

"VAT: Important Changes" is a new booklet from Customs & Excise setting out details of extended enforcement powers for VAT inspectors. The new provisions, which affect records and accounts, assessments, financial penalties, appeals and fraud, were announced in the March Budget. The leaflet is available free from local VAT offices.

The Glass Manufacturers' Federation says sales of its products to baby food companies were 50 per cent higher in the 12 months to May, compared with the same period a year earlier. "The consumer obviously appreciates the purity of glass and the fact that the jars are resealable and do not taint the taste" says Allen Brobyn, the Federation's assistant director of marketing.

BDC, who claim to be the UK's largest privately-owned electrical goods wholesaler, are setting up a computerised ordering system linking their customers' terminals to the company's own network. The new system, which also takes in BDC's suppliers, allows for computerised ordering from their 10,000 stocklines. BDC marketing director Rysiek Tomczyk says Telstore will "put the retailer in an excellent position to grasp the business opportunities which will present themselves in the 1990s and beyond."

How to save on the drugs bill

Saving money on the drug budget is the theme of a conference organised by the Government next month.

An introductory address by the Minister for Health, Kenneth Clarke, will be followed by sessions on prescribing information, drug and therapeutics committees, and developing a practice formulary. There will also be a session on tranquilliser addiction.

The conference takes place at the Barbican Centre on September 13.

Thursday, August 29

Dorset Branch National Pharmaceutical Association, post-graduate medical centre, Poole General Hospital, at 7.30pm. Meeting in conjunction with Dorset LPC to debate current issues, including the new contract and rural dispensing. Mr Don Ross, PSNC member and deputy member of the RDC will be on the panel. Cold buffet with wine. Details from P.M.W. Clarke, Victoria Park Pharmacy, 14 Maud Road, Dorchester DT1 (tel 0305 64012).

Advance information

College of Pharmacy Practice, Glasgow and West of Scotland Study Group. Autumn fortnightly sessions will be held on Mondays, at the Glasgow Royal Infirmary, at 7pm. Next session September 2. Details from regional tutor Mrs B.C. Montgomery, pharmacy department, Vale of Leven District General Hospital, Alexandria, Dunbartonshire (tel 0389 54121 extn 215).

Crookes Products, seminars for pharmacists and assistants. "Vitamins and the pharmacy — levels of interest". Speaker Jane Griffin, an independent nutritionist. September 11, Post House Hotel, Herbert Walker Avenue, Southampton; September 18, Crest Hotel, New Bridge Street, Newcastle-upon-Tyne; September 19, Crest Hotel, 377 Argyle Street, Glasgow; October 15, Holiday Inn, Lower Castle Street, Bristol; October 22, Ladbroke International Hotel, New Street, Birmingham; and October 23, Grand Hotel, Aytoun Street, Manchester. All start at 7pm and are free of charge.

National Pharmaceutical Association, training courses. October 9-10, 9.30am, "Profit from stock control and merchandising", at the College for the Distributive Trades, 30 Leicester Square, London. Cost £90. October 15, 10am, "Skin Care and Fragrances", presentation by Letheric Morny, Strand Palace Hotel, The Strand, London. Cost £20. October 24, 9.45am, "The Drug Tariff, NHS Contract and Oxygen Therapy". Speakers include a senior member of PSNC staff and Mal Jones of BOC. Venue Distributive Trades College. Cost £30. October 29, 10am, "Hair Care Products", with Mrs Anne Knott, consultant trainer for Wella. Venue Strand Palace Hotel. Cost £20. All courses finish around 4.30pm. Details from *The Training Department, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP*.

Diploma in Cosmetic Science, Polytechnic of the South Bank, Borough Road, London SE1, September 23. Applications by September 2 to general secretary, Society of Cosmetic Scientists, Delaport House, 57 Guildford Street, Luton LU1.

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tel: 01-952 2381 ext 464.

For application form and job description please contact the Personnel Department, Edgware General Hospital, Edgware, Middlesex.
Tel: 01-952 2381 ext 208.

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Dover (0304) 201624 Ext 6

For job description and application form please contact the Unit Personnel Officer
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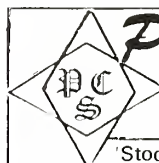
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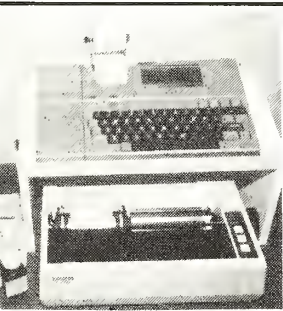
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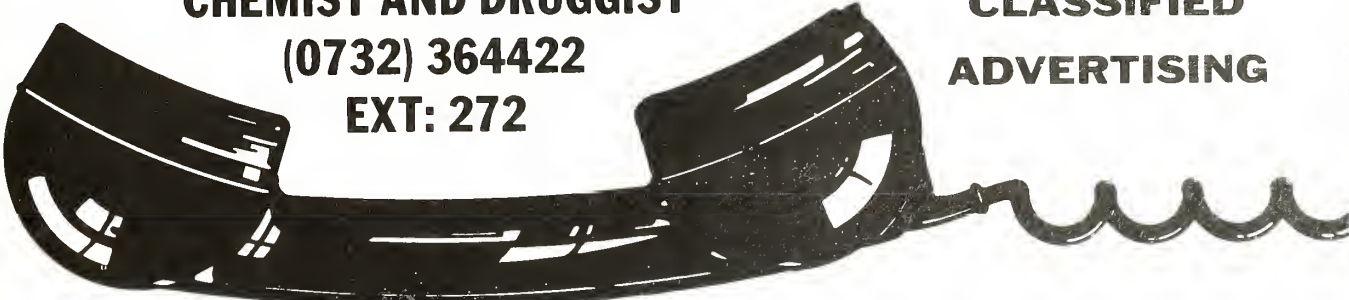
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50 years on for Mrs Orr

A Belfast pharmacist this year celebrates her golden jubilee after fifty years in the profession.

Mrs Jean Orr studied at the Glasgow Royal Technical College, and qualified in July 1935. She moved to Belfast in 1939 after marrying an Irishman and later joined Victor Corrie MPS at the Inns Pharmacy in Newtownbreda, where she now works part-time.

Mrs Orr, who is 74, officially retired at 65. "I was given a party on a Saturday evening, and a retirement present, and we



had a lovely time. Then just as I was leaving Mr Corrie said: 'Won't you come in on Monday and do a wee while?' My husband says it's the first time anyone went back to work three days after retiring."

Ten hour days and Sunday duty were the norm when Mrs Orr served her apprenticeship, and she often hand manufactured five gross of pills daily. Now Mr Corrie says she "spends much of her time giving good advice, in keeping with the 1985 image of the pharmacist." Of new technology Mrs Orr says: "I find it no problem whatsoever, and I like to be abreast of the times."

With hobbies including art and embroidery, as well as church work in the Winter, Mrs Orr counts herself a very busy person. "I'm in good health and I still enjoy pharmacy. The only thing is — I get data in and out of that computer. Now I'd like to learn exactly how it works."



The team that will represent the South of England in the Numark Chemist National Golf Tournament for the Rennie Trophy — Numark chemist David Speight, who won the regional final at Wentworth is pictured (left) with Mr Tim Dunn, from wholesaler Herbert Ferryman Ltd, Numark chemist Mr Bruce Orman from London, who came second, and Ken White from Nicholas Products (second left). The team to go forward to represent the West Country will comprise Ray Crockett from Swindon and Philip Jones, who manages a pharmacy in Plympton. The third member of the team will be Keith Sinclair, marketing controller, ICML.

Stamp of honour

The Canadian Post Corporation is launching a stamp on August 30 featuring Louis Hébert, the first French apothecary in the New World, and the man Canadian pharmacists consider as the father of their profession.

The stamp will appear officially during the 45th International Congress of Pharmaceutical Sciences of the International Pharmaceutical Federation in Montreal from September 2-6.

Judge René J. Marin, chairman of CPC, noted that "Hébert, in addition to being the first apothecary, was also the first magistrate of Quebec and one of the first colonists of New France."



Valerie Bootman, a senior driver at Unichem's Chessington branch, will be appearing in the BBC series "Your Life in their Hands". She allowed her operation for an ectopic pregnancy in the fallopian tube to be filmed for the programme. The camera team later followed Mrs Bootman to film her making deliveries to Unichem customers.

APPOINTMENTS

NHS Supply Council: Bill Darling, FPS, a former President of the Society and still on Council, has been appointed chairman. He was previously vice-chairman and succeeds Bernard Cotton, who has resigned to head South Yorkshire's residuary body.

Wilkinson Sword: Stuart Anderson moves from managing director of the shaving division to become managing director of the company's international operation. Richard Bate adds Mr Anderson's old responsibilities to his own existing ones as vice-president for North American business. Fletcher Nicholson, previously operations director becomes managing director of the homes and gardens division.

Vichy (UK) Ltd: Mr Garry Honey has been appointed marketing manager, Mr Yves Ospici having transferred to become marketing manager of Vichy, Belgium. Mr Toby Marnier (formerly sales manager) has been appointed sales director. Mr Steve Thompson, previously Midlands area manager, has been appointed as Northern regional manager, and is replaced in the Midlands by Mr Russell Cook.

Albion Toiletries Ltd: Chris Green becomes production director. He was previously plant manager.

Baxter Fell Northfleet: Steve Mason has been appointed marketing manager to succeed Geoff Hilton who became marketing director earlier this year. He was previously product group manager with Bowater Scott's industrial and medical division.

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